

# **Agritourism as A Tool for Sustainable Local Development: The Case of Thuy Bieu, Vietnam.**

Trinh Thi Thu Thao

A thesis submitted to  
Auckland University of Technology  
In the fulfilment of the requirements for the degree of  
Doctor of Philosophy (PhD)

2021

New Zealand Tourism Research Institute

Primary Supervisor: Professor Simon Milne  
Secondary Supervisor: Associate Professor Tracy Berno

## **Abstract**

Agritourism has proved to be a viable diversification strategy for farmers to enhance their quality of life and, prior to COVID-19, had gained ground in terms of not only visitor numbers and demand but also attention from practitioners and policymakers. Despite such growth, not much attention has been paid to the range of elements that comprise the agritourism network and its impacts on local development as perceived by host communities. This doctoral research addressed this gap by conducting a case study focused on Thuy Bieu village, an area well known for agritourism practices based on its iconic pomelo.

To advance the understanding of agritourism in terms of its stakeholder network and its impacts on the local community, this research adopted a subjective epistemology viewing knowledge as socially constructed through language and interaction, and a qualitative approach using interviews, observation and social network analysis techniques. A conceptual framework encompassing three key elements (the agritourism system, its related impacts, and host perceptions) underpins the research, along with network-related theories (stakeholder and network theory) and perception-related approaches (social exchange and social representation theory). The qualitative approach used here represents a departure from the quantitative methods which tend to dominate other research studies in the field.

The findings show that the agritourism system of Thuy Bieu comprises a wide range of agritourism stakeholders connected to each other through various interactions that revolve around the exchange of diverse resources. The thesis also reveals varying degrees of local people's involvement in tourism practice which, in turn, influences their perception of the impact agritourism has on community development and, accordingly, their responses to the phenomenon.

The thesis adds distinctive theoretical and methodological contributions to the growing body of literature on agritourism and its links to sustainable local development. The study achieves its objectives of: (1) developing the agritourism system model encompassing key stakeholders and their interrelationships at a local scale, (2) conceptualising agritourism as a tool for sustainable local development and, (3) advancing the incipient understanding of this phenomenon in Vietnam. The

thesis will benefit local authority and agritourism practitioners by providing empirical evidence upon which to base policies and strategies that facilitate desired development outcomes. With a strong focus on sustainability and a detailed understanding of local community perspectives, the thesis reinforces the recognition of agritourism as a tool for sustainable development worldwide. This thesis encourages the implementation and development of agritourism in more communities, especially those in developing countries aiming for sustainable development.

## Table of Contents

Abstract.....	ii
Table of Contents .....	iv
List of Figures.....	viii
List of Tables .....	xi
List of Abbreviations .....	xii
Attestation of Authorship.....	xiii
Acknowledgements.....	xiv
Ethics Approval.....	xvii
<b>CHAPTER 1: INTRODUCTION .....</b>	<b>1</b>
1.1. Rationale and significance of the study .....	1
1.2. Research aim, objectives and questions .....	4
1.3. Organization of the thesis .....	5
<b>CHAPTER 2: LITERATURE REVIEW .....</b>	<b>8</b>
2.1. An introduction to agritourism.....	8
2.1.1. <i>Agritourism definition and typology</i> .....	8
2.1.2. <i>The development of agritourism in the world</i> .....	10
2.1.3. <i>Agritourism impacts and sustainability</i> .....	14
2.1.4. <i>Agritourism practice in Vietnam</i> .....	19
2.2. The development of an agritourism system model.....	22
2.2.1. <i>Stakeholder theory</i> .....	23
2.2.2. <i>Network theory and social network analysis</i> .....	24
2.3. Host perception of agritourism and its influencing variables.....	26
2.3.1. <i>The importance of host perception of, and support for agritourism</i> .....	26
2.3.2. <i>Influencing variables on host perceptions of agritourism</i> .....	28
2.4. Summary .....	33
<b>CHAPTER 3: METHODOLOGY .....</b>	<b>35</b>
3.1. Methodological approach .....	35
3.1.1. <i>Research paradigm</i> .....	35
3.1.2. <i>Qualitative approach</i> .....	36
3.1.3. <i>Triangulation strategy</i> .....	37
3.1.4. <i>Case study approach and setting</i> .....	38
3.2. Research ethics .....	41
3.3. Research process .....	42

3.3.1. <i>Pre-fieldwork research</i> .....	42
3.3.2. <i>Fieldwork design and data collection methods</i> .....	43
3.3.3. <i>Phase 1: Agritourism stakeholder network – Methods and participants</i> .....	47
3.3.4. <i>Phase 2: Local perception – Methods and participants</i> .....	54
<b>CHAPTER 4: THE CASE STUDY – Thuy Bieu</b> .....	<b>58</b>
4.1. Overview of the study area .....	58
4.1.1. <i>Geographical characteristics</i> .....	58
4.1.2. <i>Historical characteristics</i> .....	59
4.1.3. <i>Political and demographic characteristics</i> .....	60
4.2. Pomelo as an integral part of Thuy Bieu’s identity .....	64
4.3. Tourism practice in Thuy Bieu .....	68
4.3.1. <i>Development of tourism</i> .....	68
4.3.2. <i>The position of Thuy Bieu in Hue’s tourism product portfolio</i> .....	69
4.3.3. <i>Agritourism offers in Thuy Bieu</i> .....	71
4.3.4. <i>Building a picture of the agritourism phenomenon in Thuy Bieu</i> .....	72
4.4. Summary .....	75
<b>CHAPTER 5: AGRITOURISM PRACTICES AND NETWORK</b> .....	<b>76</b>
5.1. Tourism-focused activities network .....	76
5.1.1. <i>The Thuy Bieu tour</i> .....	76
5.1.2. <i>Identifying stakeholders involved in Thuy Bieu tour and the links among them</i> .....	91
5.1.3. <i>Accommodation service in Thuy Bieu and its related stakeholders</i> .....	98
5.1.4. <i>Tourism-focused activities’ network</i> .....	100
5.2. The agri-focused activities network .....	103
5.2.1. <i>The Pomelo Festival and its related stakeholders</i> .....	103
5.2.2. <i>PYO activities and related stakeholders</i> .....	108
5.2.3. <i>The “visit the producers” tour</i> .....	111
5.2.4. <i>The agri-focused activities network</i> .....	119
5.3. Current situation of the agritourism stakeholder network in Thuy Bieu .....	124
<b>CHAPTER 6: THE AGRITOURISM SYSTEM</b> .....	<b>130</b>
6.1. Building the agritourism system of Thuy Bieu .....	130
6.1.1. <i>Identification of nodes</i> .....	130
6.1.2. <i>Links</i> .....	134
6.1.3. <i>Network</i> .....	143

6.2. Recommendations for network improvement .....	145
6.2.1. <i>Raising the awareness of agritourism among stakeholders</i> .....	146
6.2.2. <i>Official branding of Thuy Bieu as an agritourist destination</i> .....	148
6.2.3. <i>Understanding the stakeholder network and enhancing collaboration</i> .....	149
6.3. Local people's involvement in agritourism practice .....	151
6.3.1. <i>Local assets involved in agritourism offers</i> .....	151
6.3.2. <i>Local people's involvement in agritourism practice</i> .....	160
<b>CHAPTER 7: IMPACTS ON LOCAL DEVELOPMENT .....</b>	<b>164</b>
7.1. Host perceptions of agritourism impacts on local development .....	164
7.1.1. <i>Host perceptions of agritourists in Thuy Bieu</i> .....	164
7.1.2. <i>Host perceptions of agritourism impacts</i> .....	167
7.1.3. <i>Host responses to agritourism practice in Thuy Bieu</i> .....	178
7.2. Recommendations for agritourism development in Thuy Bieu .....	181
7.2.1. <i>Fostering host-guest interaction</i> .....	182
7.2.2. <i>Strengthening the role of local people in the promotion of agritourism</i> .....	184
7.2.3. <i>Future prospects for Thuy Bieu agritourism</i> .....	186
<b>CHAPTER 8: CONCLUSIONS .....</b>	<b>188</b>
8.1. Value of the conceptual framework .....	188
8.2. Summary of key research findings .....	191
8.2.1. <i>An agritourism system model of Thuy Bieu</i> .....	192
8.2.2. <i>Host perception of agritourism impacts on local development</i> .....	195
8.2.3. <i>Conceptualising agritourism as a tool for sustainable local development</i> ....	198
8.3. Theoretical contributions to knowledge .....	200
8.4. Practical implications for Thuy Bieu village and beyond .....	206
8.5. Future research agenda .....	207
<b>REFERENCES .....</b>	<b>209</b>
<b>APPENDICES .....</b>	<b>230</b>
Appendix 1: AUT Ethics Approval .....	230
Appendix 2: Participation Information Sheet – Phase 1 .....	231
Appendix 3: Participation Information Sheet – Phase 2 .....	234
Appendix 4: Consent Form – Phase 1 .....	237
Appendix 5: Consent Form – Phase 2 .....	238
Appendix 6: Interview Guideline – Phase 1 – Local authority and agritourism-related organizations .....	239

<b>Appendix 7: Interview Guideline – Phase 1 – Farmers and local residents .....</b>	<b>241</b>
<b>Appendix 8: Interview Guideline – Phase 1 – Agritourists .....</b>	<b>244</b>
<b>Appendix 9: Interview Guideline – Phase 2: Local perceptions .....</b>	<b>247</b>
<b>Appendix 10: Observation Protocol .....</b>	<b>250</b>
<b>Appendix 11: Participation Information Sheet – Phase 1 – Vietnamese .....</b>	<b>252</b>
<b>Appendix 12: Participation Information Sheet – Phase 2 – Vietnamese .....</b>	<b>255</b>
<b>Appendix 13: Consent Form – Phase 1 – Vietnamese .....</b>	<b>258</b>
<b>Appendix 14: Consent Form – Phase 2 – Vietnamese .....</b>	<b>259</b>
<b>Appendix 15: Interview Guideline – Phase 1 – Local authority and agritourism- related organizations – Vietnamese.....</b>	<b>260</b>
<b>Appendix 16: Interview Guideline – Phase 1– Farmers and local residents – Vietnamese .....</b>	<b>262</b>
<b>Appendix 17: Interview Guideline – Phase 1– Agritourists – Vietnamese .....</b>	<b>264</b>
<b>Appendix 18: Interview Guideline – Phase 2 – Local perception – Vietnamese .....</b>	<b>266</b>

## List of Figures

Figure 2.1	Agritourism highlights in Vietnam-----	20
Figure 2.2	A continuum of host-guest encounters by Sharpley (2014) -----	31
Figure 3.1	The location of Hue within Vietnam-----	40
Figure 3.2	Map of Thuy Bieu village within Hue -----	40
Figure 3.3	Two-phase research-----	44
Figure 3.4	Map of Thuy Bieu village-----	49
Figure 4.1	Certificate of Thuy Bieu pomelo's record as Top 50 of Vietnamese specialty fruits -----	65
Figure 4.2	A complete picture of agritourism practice in Thuy Bieu -----	73
Figure 5.1	Mr HXD with the Belgian couple in his ancient house -----	78
Figure 5.2	Mr HXD with the researcher in his ancient house-----	78
Figure 5.3	Entrance to Chez Mme. L garden house-----	80
Figure 5.4	A family of Canadian tourists experiencing a cooking class with a local chef-----	82
Figure 5.5	A group of Belgian tourists experiencing a cooking class-----	82
Figure 5.6	TB Homestay model of business -----	83
Figure 5.7	A group of French tourists at the incense-making household-----	86
Figure 5.8	The silk painting place -----	87
Figure 5.9	A pot boiling water with medicinal leaves for a foot bath-----	88
Figure 5.10	A group of French tourists enjoying the foot bath, tasting candied pomelo and pomelo wine along with the tour guide and TB Homestay team -----	89
Figure 5.11	The corner of souvenirs made from pomelo -----	90
Figure 5.12	CSR activity of the TB Homestay team at a school of students with special needs in Thuy Bieu -----	91
Figure 5.13	The tourism-focused activity network -----	101
Figure 5.14	Farmers and visitors at the Thuy Bieu Pomelo Festival -----	104



Figure 5.15	A space for other agricultural produce of Thuy Bieu at the festival-----	105
Figure 5.16	“Offering of Thuy Bieu pomelos to the royal family” ceremony-----	107
Figure 5.17	Visitors choosing pomelos in Mrs PL’s garden-----	109
Figure 5.18	The researcher picking a pomelo at Mrs PL’s garden-----	110
Figure 5.19	The researcher with other visitors at Thuy Bieu organic garden-----	114
Figure 5.20	The researcher with the NGO2 team and the farmer at Thuy Bieu organic garden-----	115
Figure 5.21	Visitors and Mr D (right corner) in the farmer’s garden-----	116
Figure 5.22	Presentation about NGO2 and their projects-----	117
Figure 5.23	The Japanese intern presenting about Japanese gastronomy-----	117
Figure 5.24	Group photo with lunch prepared by the farmers-----	118
Figure 5.25	The agri-focused activity stakeholder network-----	120
Figure 5.26	The current stakeholder network of agritourism in Thuy Bieu-----	125
Figure 6.1	Agritourism stakeholder network of Thuy Bieu-----	131
Figure 6.2	Information network-----	136
Figure 6.3	Tourist inflow network-----	139
Figure 6.4	Service network-----	140
Figure 6.5	Agricultural produce network-----	141
Figure 6.6	Financial network-----	143
Figure 6.7	Agritourism system of Thuy Bieu-----	144
Figure 6.8	A continuum of agritourism activities in Thuy Bieu-----	147
Figure 6.9	Sketch of a garden house with a Zen house-----	153
Figure 6.10	A normal garden house-----	154
Figure 6.11	Pomelo salad served at TB Homestay-----	155
Figure 6.12	Pomelo sweet soup served at TB Homestay-----	156
Figure 6.13	Fresh pomelo served at TB Homestay-----	157

Figure 6.14	Candied pomelo in the making at TB Homestay -----	157
Figure 6.15	Candied pomelo in package beside a fresh pomelo -----	158
Figure 7.1	Banner of the Green Sunday campaign on the roadside in Thuy Bieu -----	179
Figure 8.1	Conceptual framework: Agritourism as a tool for sustainable local development from a local community perspective -----	189
Figure 8.2	A generalised agritourism stakeholder model -----	202

*Note:* All photographs were taken by the researcher in the field unless otherwise stated.

## List of Tables

Table 2.1	Agritourism sustainability matrix -----	17
Table 3.1	The list of interviewees in Phase 1 -----	51
Table 3.2	Data collection method used for each agritourism activities in Thuy Bieu-----	53
Table 3.3	List of interviewees in Phase 2 -----	55
Table 8.1	Categorisation of agritourism actors -----	192
Table 8.2	Links between actors in the Thuy Bieu agritourism system-----	194
Table 8.3	Agritourism impacts on local development of Thuy Bieu-----	197
Table 8.4	How agritourism impacts in Thuy Bieu address sustainability frameworks and concepts -----	200

## **List of Abbreviations**

ADB	Asian Development Bank
AUTEC	AUT Ethics Committee
CBT	community-based tourism
DAFC	direct agricultural food chain
DMO	destination management organization
FIT	free independent travelers
GDP	gross domestic product
HPA	Hanoi Promotion Agency
NGO	non-governmental organization
NZD	New Zealand dollar
OVOP	One village, One product
PPC	Provincial People's Committee
PYO	pick your own (fruit or vegetable)
SDG	Sustainable development goal
SNA	social network analysis
TA/TO	travel agency/tour operator
UK	United Kingdom
UNWTO	World Tourism Organization
VNA	Vietnam National Assembly
VNAT	Vietnam National Administration of Tourism
VND	Vietnam dong
WCED	World Commission on Environment and Development
WTTC	World Travel & Tourism Council

**Attestation of Authorship**

I hereby declare that this submission is my own work and that, to the best of my knowledge and belief, it contains no material previously published or written by another person (except where explicitly defined in the acknowledgements), nor material which to a substantial extent has been submitted for the award of any other degree or diploma of a university or other institution of higher learning.

**Trinh Thi Thu Thao**

## **Acknowledgements**

My PhD has been an extremely satisfying and life-giving journey. I am privileged to have made this journey and met so many beautiful, talented and kind people without whose contribution and support this thesis would not have been completed.

First and foremost, my deepest respect and appreciation goes to my supervisory team, Professor Simon Milne and Associate Professor Tracy Berno, for their outstanding supervision during the entire process of my thesis. I love the way we have worked so well together, and I am extremely blessed to be part of such an effective and supportive team. I am privileged to have Professor Simon Milne as my primary supervisor. Thanks to his valuable guidance and tremendous support from the very beginning of my journey, I went through all the processes, from admission to enrolment to scholarship application, with so much ease and success. His words of wisdom, trust, kindness and continued assistance have brought out the best of me and helped me to grow so much both intellectually and personally. I am also extremely blessed to have Associate Professor Tracy Berno as my second supervisor. I am grateful for her constant support, encouragement and invaluable insight for my research, and her kindness networking me with nice colleagues with the same interest. I could have never done this without my awesome supervisors.

I would like to extend my sincere thanks to my examiners Professor Carla Barbieri and Dr Thomas Streifeneder, for their very constructive and helpful comments. Their invaluable feedback have enabled me to further improve my thesis.

My sincere appreciation also goes to Auckland University of Technology for their generous financial support. The prestigious AUT Vice-Chancellor's Scholarship and the Doctoral Submission Scholarship have given me the luxury and freedom to completely focus on my study over the last three years. I would like to thank the staff at AUT whom I had a chance to work with: Stefania Patrone of the Scholarship Office, Donna Channings and Brett Heagren of the Faculty Postgraduate Office, Ksenya Nefiodova of the Graduate School, Jan-Maree Maynard of the Faculty Administration Office, Lisa Percy and Amelia Zeng of the Talent & Culture team, Charles and Erin of the AUTEK Secretariat and those at the Student Hub and the library as well as the Medical Centre – just to name a few. I

have always been impressed with their kindness and helpfulness, and especially their prompt assistance which has made my student life at AUT so much easier and more enjoyable. My appreciation also goes to Linda O'Neill and John Kelly for being my prestigious lunch mates, for their kindness and generosity; they have made my PhD journey even lovelier. I would also like to thank Dr Hamish Bremner, Dr Massimo Morellato and Professor Peter Kim for their friendliness and expression of care about my PhD journey, which I so appreciate.

My special thanks go to all my research participants in Thuy Bieu village: local authority officers, tourism company owners and employees, farmers, local residents and other related stakeholders. I really appreciate their warm welcome and their precious time joining the research. Without their generous support, valuable opinions and contributions, this thesis would certainly not have been completed. I would also like to thank Associate Professor Bui Thi Tam from the School of Hospitality and Tourism (Hue University), my local advisor, who gave me invaluable insight on the case study during my fieldwork in Vietnam. And my thanks also go to Tien, my high-school friend, who assisted me so much during my fieldwork.

I also wish to acknowledge and thank Liz Stone of Shepston Editing Services for the awesome editorial assistance she gave me in the final stage of my thesis.

I would like to thank the wonderful team at NZTRI for being my second family over the past three years. Thank you for accepting me as a member of the team and treating me with so much warmth and kindness. To Suzanne, thank you for always watching over me, for sharing the beautiful pictures from your trips, and for always providing me with prompt and tremendous assistance when needed. To Carolyn, thank you for your kindness, your generosity, your fun and inspiring chats, and the warmth you shared at the office. To Nat, thank you so much for your helpfulness and prompt assistance whenever I need your help. To Eilidh, Blake, Mindy, Jeanie, Jane, Devika, Kim, Caroline, Sam, thank you so much for being so kind and helpful, and for all the chat and fun moments we had together.

My PhD journey would not have been this fulfilling and rewarding without the companionship of my awesome gang of doctoral fellows at AUT. To all my friends: Dinesha, Karin,

Birthe, Vi, Tin, Hue, Dhaifan, Fha – you are just incredible! I am extremely blessed to have met and known you, and been inspired by your stories, wisdom and kindness. Thank you all so much for your trust, your constant support, and your kindness. I really appreciate it all.

I would like to thank my parents-in-laws and my sister-in-law for their constant assistance and encouragement during my PhD journey. I am always proud of and grateful for the wonderful extensive family of mine and would love to especially thank my aunt My Lan for having supported me so much during my fieldwork in Vietnam. My deepest and everlasting appreciation goes to my parents and my brother for their unconditional love and their never-ending support for everything I do in my life and especially during this exciting and rewarding journey.

I am also privileged to have my husband by my side throughout this PhD journey. I cannot thank him enough for his complete trust, his unconditional love and willingness to join me in this journey. We have learnt so much about each other and grown so much together. It has been indeed a life-giving, loving and rewarding journey for both of us. To my beloved husband: thank you so very much for everything!

The support I have received throughout this PhD journey is just enormous. To all who have helped me during this journey, I express my sincere appreciation.



## **Ethics Approval**

As this thesis used several qualitative methods that involved human participants, ethical approval was required from the Auckland University of Technology Ethics Committee (AUTEC). Approval was received on 3 April 2019: ethics application number 19/80.

## CHAPTER 1: INTRODUCTION

Chapter One begins with the rationale and significance of the study. The research objectives and questions that guide the thesis are then presented. The chapter concludes with an overview of the broader thesis structure.

### **1.1. Rationale and significance of the study**

Having long been one of the world's largest economic sectors, tourism had consolidated its position by 2019, contributing 10.3% of global GDP and 1 in 10 jobs around the world (WTTC, 2019). Industry performance was notably strong across Asian countries and Vietnam was no exception, ranking 3rd in the list of fastest growing tourist destinations in 2017 (UNWTO, 2018). In 2019, Vietnam received 18 million international arrivals and 85 million domestic arrivals who spent VND755,000 billion (NZD46.3 billion) in the economy (VNAT, 2020). The country's tourism sector has also experienced exponential growth in the direct contribution of travel and tourism to GDP, from 6.5% in 2015 to 9.2% in 2019 (VNAT, 2020).

While expanding on both the global and national level, tourism has also gained considerable attention as a tool for economic development at a local scale (Karampela et al., 2016; Rogerson & Rogerson, 2014; UNCED, 1992). The question of how to develop the industry while maintaining local quality of life and a community's unique identity has emerged as a common concern for most countries in the world due to the potentially adverse impacts associated with the industry (Draženka et al., 2019; Milne & Ateljevic, 2001; Wall & Mathieson, 2006). Thus, tourism policymakers and practitioners are developing various strategies and creating forms of tourism to create more sustainable development outcomes, and among these, agritourism has rapidly gained popularity (Ammirato et al., 2020; Gil Arroyo et al., 2013).

Agritourism not only offers visitors the chance to experience the agricultural landscape and take part in the farming process for recreational and educational purposes, but also helps farmers to gain additional income and diversify their agricultural activities (Barbieri & Mahoney, 2009; Fleischer & Tchetchik, 2005; Ollenburg & Buckley, 2007; Veeck et al., 2006). Examples of

agritourism practices include staying in a farmhouse; visiting wineries or crop mazes; and feeding animals, milking cows or picking your own fruit (Barbieri & Mshenga, 2008; Phillip et al., 2010; Wilson et al., 2006). As policymakers and practitioners have progressively realised the importance of agritourism, there has been a concomitant need to gain a deeper understanding about this practice and its related development outcomes, especially in developing countries (European Commission, 2006; Streifeneder, 2016).

There is a particularly critical need to examine agritourism's impacts on community development from the viewpoint of local residents. As Rogerson and Rogerson (2014) pointed out, the implications of agritourism on local development have yet to receive commensurate attention. In fact, much available research in agritourism is about the businesses that comprise the supply side and tourist demand side, but little attention has been focused on broader community dimensions (Draženka et al., 2019; Flanigan et al., 2014; Tew & Barbieri, 2012). The thesis aims to address this gap by providing insights into community perspectives on how agritourism influences local development.

Agritourism is a complex phenomenon that is differentiated by the socio-economic and environmental characteristics of individual territories (Dubois & Schmitz, 2013; Frochot, 2005; Potočnik-Slavič & Schmitz, 2013). While developing countries, especially those in Asia, are becoming well known as agritourism destinations for tourists coming from developed nations and urbanised areas, little attention has been paid to this practice in the region in general and Vietnam in particular (Karampela et al., 2016; Karampela et al., 2017; Karampela & Kizos, 2018). It is critical that more examples of agritourism practice from the Asian context are studied and shared and this thesis aims to fill a significant geographical gap in the world map of agritourism literature by adopting a case study in Vietnam.

The significance of this research also lies in its theoretical and methodological contributions. Building on the concept of the *agritourism system model* introduced by McGehee (2007), the research seeks to develop a comprehensive understanding of the agritourism network that encompasses key actors and the links that exist between them at a local scale. While coordination among diverse local

stakeholders is a prerequisite to promote effective tourism and local development (Nogueira & Pinho, 2015), there has been very little research done on agritourism networks and, in particular, key stakeholders and their interrelationships (Abrahám, 2014; Partalidou & Koutsou, 2012; Soteriades et al., 2009). This study will enrich the agritourism literature by advancing the agritourism system model concept through a deeper understanding about who the key stakeholders are and how they interact with each other.

A further area of significance is that this research uses social network analysis (SNA), the application of which is still very recent in tourism-related research in general and agritourism research in particular (Casanueva et al., 2016). *Social network analysis* is defined as the analysis of the relationship between actors and the resource exchange between them (Wasserman & Faust, 1993). This study will adopt SNA in a purely qualitative manner with the use of in-depth interviews and observation. Though quantitative approaches dominate the SNA area in all fields of research, and especially in agritourism, there is a growing consensus that qualitative methods can provide a viable and valuable way to explore the diverse impacts associated with this type of tourism (Carpentier & Ducharme, 2007; Heath et al., 2009). The adoption of a purely qualitative SNA in this research will enable a deeper understanding of the different stakeholders involved in the agritourism network.

Most host perception research tends to focus on how the local community perceives tourism impacts and often overlooks how they subsequently respond towards the tourists and tourism. The research presented in this thesis is significant in that it stresses the importance of the response/reaction of local residents towards agritourists and agritourism, considering perception–response as a closed loop (Sharpley, 2014). This is critical because it is claimed by some to be more fruitful, from a management perspective, to consider both perception and subsequent feedback/actions of residents (Carmichael, 2000; Sharpley, 2014). The research will benefit local authorities and other agritourism practitioners with empirical evidence that can support the development of policies, regulations and strategies designed to facilitate the development of agritourism.

This doctoral study started in 2018 – at a time when the world had no idea of the far-reaching impacts that COVID-19 was about to inflict. While the research process (research proposal, data

collection, data analysis) was largely completed before the pandemic outbreak, it is important to acknowledge that the COVID-19 crisis further adds to the significance of this study. The outbreak in 2019 has had a strong impact on the global tourism market, causing an abrupt halt of tourism traffic (Wojcieszak-Zbierska et al., 2020). While agritourism has been affected by the pandemic, much like the entire tourism sector, agritourism can offer visits to farms through short trips and domestic travel is gaining more popularity with visitors in many contexts such as Poland (Wojcieszak-Zbierska et al., 2020) and Finland (Niinimäki, 2020). The kind of low-volume and high-value tourism that often characterises agritourism also suits the post-COVID rebuild of tourism in many regions around the world. Furthermore, the current COVID-19 pandemic and its impact on international travel only serves to highlight the need for Thuy Bieu and other destinations to better understand not only the international but also the domestic market and to design products and services that both satisfy the needs of these tourists and bring income to the farmers and the host community.

## **1.2. Research aim, objectives and questions**

The overall aim of this doctoral study is to advance the understanding of agritourism in terms of the nature and structure of its stakeholder network and its impacts on the local community. Contextualised in the village of Thuy Bieu (Hue, Vietnam), which is well known for the practice of agritourism, the study features three objectives, each of which is underpinned by specific research questions.

Research objective 1: To develop an agritourism system model that encompasses key stakeholders and their interrelationships at a local level.

- Who are the key stakeholders in the agritourism network?
- How can links between stakeholders be better understood?
- How can network performance be understood and enhanced?

Research objective 2: To conceptualise agritourism as a tool for sustainable community development through the examination of local residents' perspectives.

- How does agritourism affect local community development?

- How are these impacts linked to the three pillars of sustainability: economic, socio-cultural, and environmental?
- What are local residents' perceptions of these impacts?
- What are local residents' ensuing responses to agritourists and agritourism?

Research objective 3: To add distinctive theoretical and methodological contributions to the study of agritourism and its links to community development.

- How does the system model developed contribute to a deeper understanding of the agritourism stakeholder and network?
- How will an emphasis on, and understanding of the local people's perspectives, benefit agritourism researchers and practitioners?
- What are the strengths and weaknesses of adopting SNA in a purely qualitative approach?

### **1.3. Organization of the thesis**

Chapter 2 presents a literature review covering agritourism, including its definition and development around the world. This is followed by a specific review of the practice in the context of Vietnam. The chapter then reviews network-related concepts and theories that underpin the development of the agritourism system model, namely stakeholder theory, network theory and social network analysis, all integrated into the agritourism context. The chapter goes on to explore the impacts associated with agritourism and highlights the importance of gaining local community perspectives on these impacts. The chapter concludes by highlighting the key gaps in the literature and how the thesis aims to address them.

Chapter 3 presents the methodologies adopted in the research, describing the social constructivist paradigm that guided it. The chapter outlines the reasons for choosing the qualitative approach that underpins the work. A discussion of the triangulation strategy is presented next. The chapter then gives a description of Thuy Bieu village, the case study of the research. Finally, the overall research design is outlined with its two-phase data collection process and the data analysis techniques.

Chapter 4 provides an overview of the case setting – Thuy Bieu village – in which the study is contextualised. After a description of the geographic, historic, political and demographic characteristics of the area, the chapter highlights the important role that agriculture and tourism have played in the local development of this village. The development and current situation of these two sectors – agriculture and tourism – is discussed in detail. The last section of the chapter addresses the agritourism products and services that Thuy Bieu village has to offer and conceptualises this as a jigsaw puzzle. This approach forms the basis for more detailed examination later in the thesis.

Chapter 5 constructs and describes the practice of agritourism in Thuy Bieu, featuring the full range of products and services currently offered to tourists. This in-depth study of agritourism in practice reveals related stakeholders with various degrees of involvement in agritourism and the links that exist between them. As a result, two partial stakeholder networks are constructed, one for the tourism-focused activities and the other for the agri-focused activities. The two networks are then combined into a complete agritourism stakeholder network of Thuy Bieu. The last section of Chapter 5 describes the current situation of the complete agritourism stakeholder network, pointing out issues to be solved to enhance the network's performance and to better assist the development of agritourism in the village.

Chapter 6 builds up a picture of the agritourism system of Thuy Bieu, encompassing key stakeholders and their interrelationships, by applying social network analysis to the stakeholder networks revealed in Chapter 5. This chapter delves into the system's elements (nodes, links and networks) to provide an in-depth understanding of the agritourism system. First, the nodes are identified and described, followed by the links and then the networks. The system's analysis also serves as a basis for recommendations to improve the current system through better collaboration between members. Among the various groups of stakeholders identified, the chapter brings into focus the groups of local actors – i.e. those residing in the village – in terms of the resources they bring to the agritourism sector and the different degrees of their involvement in agritourism in their village.

Chapter 7 provides detailed insight into the impacts of agritourism on the host community from the perspective of the local residents. The chapter also analyzes how these impacts address and

reflect sustainability-related frameworks and concepts as a basis to conceptualise agritourism as a tool for sustainable development in Thuy Bieu. This discussion of the impacts of agritourism is followed by an examination of the local residents' reactions toward agritourism and agritourists. The last section presents recommendations for agritourism development of the village.

Chapter 8 concludes the thesis with a synthesis of the findings on the agritourism system in Thuy Bieu, the impacts this practice has on the local community and the responses it has engendered. The chapter first discusses the conceptual framework and its value in enabling the research to achieve its objectives. The chapter then presents the theoretical contributions made from the research. An examination of the practical implications of the research is then presented, with a focus on raising the awareness of agritourism among related stakeholders and enhancing the collaboration between them towards the development of a sustainable tourist destination. Lastly, the chapter proposes a future research agenda, using this thesis as a point of reference to point to research opportunities in the agritourism area.



## CHAPTER 2: LITERATURE REVIEW

This chapter presents a literature review that covers several dimensions. The review commences with a detailed discussion of agritourism in terms of its definition, its typology, and the development of related visitor experiences around the world. The chapter then introduces the current situation of agritourism in Vietnam, examining its potential and challenges. The literature review goes on to explore the development of the agritourism system model, exploring stakeholder theory, network theory and the social network analysis as they apply to the agritourism context. The chapter also discusses the importance of host perceptions in the tourism development process and what influences these views. The chapter concludes by highlighting key gaps in the literature and demonstrating how this study contributes to addressing these gaps.

### **2.1. An introduction to agritourism**

#### ***2.1.1. Agritourism definition and typology***

The late twentieth century witnessed a strong growth of interest in agritourism among various stakeholders worldwide, from tourists to practitioners and policymakers (Chang et al., 2019; Sznajder et al., 2009). This form of special interest tourism encompasses a variety of activities, including farm stays, farm tours, winery tours, crop mazes, meal provision, on-site processing of agricultural goods and pick-your-own fruit activities (Barbieri & Mshenga, 2008; Phillip et al., 2010). Agritourism offers visitors a chance to experience the agricultural process and the farm landscape for recreational and educational purposes. Agritourism can also serve as a diversification tool for farmers, allowing them to gain additional income, while also providing a strategy for governments to boost sustainable local development (Hara & Naipaul, 2008; Ollenburg, 2008).

An examination of the literature reveals a number of terms that are often used interchangeably with agritourism, including farm-based tourism (Evans & Ilbery, 1989; Ilbery et al., 1998), vacation farms (Weaver & Fennell, 1997), farm tourism (Clarke, 1996; Ollenburg & Buckley, 2007; Oppermann, 1995), agrotourism (Iakovidou, 1997; Kizos & Iosifides, 2007) and rural tourism (Roberts & Hall, 2001). The term “agritourism” appeared in the literature in the last quarter of the

twentieth century and has become increasingly popular in the literature (Sznajder et al., 2009). In fact, the researcher's analysis of the number of entrances found on scientific databases (Scopus, Taylor & Francis, ScienceDirect, Wiley, Emerald, SAGE and EBSCO Host) shows that agritourism is used more frequently than other previously mentioned labels. Etymologically speaking, *agritourism* is the best term to reflect the hybrid nature of this phenomenon, which merges the elements of two distinct industries – agriculture and tourism (Das & Rainey, 2010).

Among the various labels used interchangeably with agritourism, rural tourism has proven to be the most common. Indeed, the two terms – agritourism and rural tourism – are so strongly interlinked that some authors explicitly characterise agritourism as “a specific type of rural tourism” (Marques, 2006, p. 151) or “rural tourism conducted on a working farm” (Clarke, 1999, p. 27). In other words, agritourism has been considered as a subset of rural tourism in many regions (Kizos & Iosifides, 2007; Marques, 2006). However, they are not identical in some European countries where rural areas also fulfil other non-agricultural functions (e.g., crafts, services, trade) (Sznajder et al., 2009). Furthermore, agritourism has evolved so much that it takes place not only in rural areas but also in peri-urban and urban areas (Streifeneder, 2016).

Agritourism has been defined differently by a range of authors (Dubois & Schmitz, 2013; Potočnik-Slavič & Schmitz, 2013). Gil Arroyo et al. (2013) defined agritourism as “farming-related activities carried out on a working farm or other agricultural settings for entertainment or education purposes” (p. 45). Agritourism is also widely known as a complementary activity to agriculture, enabling farmers to generate extra income by welcoming and catering for tourists on their farms. This thesis adopts the definition of agritourism used by the Thai Bureau of Farmers Development (2005), which covers a variety of activities, namely visiting a farm, taking part in farm-related activities (i.e., fruit picking), visiting a local village to learn about rural lifestyles (Berno et al., 2020; Seisawatwanit, 2013; Songkhla & Somboonsuke, 2013). This definition is broad enough to encompass the diverse and nascent agritourism activities in Vietnam and also derives from a not dissimilar regional context.

Given the extensive global and national portfolios of agritourism products and services, many attempts have been made to categorise these activities. Sznajder et al. (2009) broadly classified

agritourism products and services into nine groupings: agri-accommodation, agri-food service, primary agritourism, direct sales, agri-recreation, agri-sport, agritainment, agri-therapy and cultural tourism. Phillip et al. (2010) clarified definitional elements of agritourism, namely the type of farm (working, non-working); contact with agricultural activity (direct, indirect, passive); and the authenticity of the experience (authentic, staged). Phillip et al.'s (2010) heavily cited work provides a typology framework for agritourism activities, including non-working farm agritourism (NWF); working farm, passive contact agritourism (WFPC); working farm, indirect contact agritourism (WFIC); working farm, direct contact staged (WFDCS); and working farm, direct contact, authentic agritourism (WFDCA). This categorisation serves as a starting point for later typology-based studies and further discussion of agritourism's definition (Flanigan et al., 2014; Gil Arroyo et al., 2013; Streifeneder, 2016).

### ***2.1.2. The development of agritourism in the world***

There are various factors that drive the formation and development of agritourism, from both the supply and demand side. In the face of the decline of commodity prices due to the 2008–2009 world economic crisis, farmers have adopted agritourism as a diversification strategy that helps to fight off many challenges such as decreasing income from agriculture, declining crop production, abandonment of farming employment and rural–urban outmigration (Terzioglu & Gokovali, 2016; Vogt, 2013). Agritourism is also appealing to farmers since it enables a better use of their agricultural assets and products (Ammirato, 2010). In other words, farmers use the spare space on their farms and the unused agricultural produce to provide agritourism services to tourists and gain economic benefit from that activity. As for the demand side, consumers are paying more attention to food quality, provenance, safety and eco-friendly practices (e.g., organic food), and prefer a shorter food supply chain (e.g., “zero kilometre” food) where producers and consumers are in the one place (Ammirato et al., 2020; Valls et al., 2019). The ability of agritourism to support the development of a local experience and sense of place is considered by researchers to be a major “pull” factor that influence tourists to choose this activity (Ciolac et al., 2019; Telfer & Sharpley, 2008; Torquati et al., 2017).

Agritourism has now become one of the fastest growing niche tourism markets in the world (Chang et al., 2019; Malkanthi & Routray, 2012). In fact, a recent report by Fortune Business Insights pointed out that “the global agritourism market size was valued at USD69.24 billion in 2019 and was projected, prior to COVID, to reach USD117.37 billion by 2027, exhibiting a compound annual growth rate of 7.42 during the forecast period” (Fortune Business Insights, 2020).

Given the prevalence of agritourism practice around the world, it is enlightening to review the differences between this phenomenon in developed countries and their developing counterparts. The former, also referred to as “the established markets”, includes countries in North America (the USA, Canada) and Europe (Italy, Germany, France, etc.); the latter, also called “the new entrants”, covers nations in other parts of the world such as Asia (China, Taiwan, Thailand, Sri Lanka, Japan), Africa (South Africa, Nigeria), South and Central America, and Pacific Islands (Fiji, Vanuatu).

Commensurate with its relatively early development, agritourism in established developed world markets has reached a relatively mature stage with high numbers of practitioners (agritourism farms and agritourists). In fact, these countries have such an extensive history of agritourism activities that, in some cases, the practice constitutes a major element in their national tourism economies (Back et al., 2019; Sonnino, 2004). Agritourism has long been adopted as a viable diversification strategy in the United States (Amanor-Boadu, 2013; McGehee, 2007). The phenomenon has also gained popularity in European countries such as Spain, Germany and Italy as an instrument to increase the profitability of agricultural markets (Mahaliyanaarachchi, 2017; Nilsson, 2002). At a regional level, agritourism has become an activity, encouraged by European regional development policies, that have a key role in fostering the resilience of rural areas (Maroto-Martos et al., 2020; Potočnik-Slavič & Schmitz, 2013). Given such levels of maturity, these developed countries also have a better established framework for agritourism development, especially official definitions of the phenomenon. In fact, some European countries (e.g., Italy, Spain, Slovenia and Poland) have legally defined agritourism and have official sets of regulations governing the practice (Streifeneder, 2016).

In contrast to its development in the established markets of the developed world, the agritourism sector in developing countries is characterised by its infancy and the need for an ongoing

process to establish relevant products and policies to support the practice (Shah et al., 2020). Developing countries have recently witnessed widespread implementation and rapid growth of agritourism (Karabati et al., 2009; Qiu & Fan, 2016). Normally with small land holdings and traditional agricultural practices, farmers in these countries have been affected more heavily by the challenges of globalisation and the emerging opportunities of modern technologies (Hazell, 2015). Agritourism is thus adopted as a tool to diversify income sources and generate positive social, cultural and environmental impacts on local communities (Addinsall et al., 2017).

In Thailand, farmers benefit from agritourism through additional income and employment opportunities (Choenkwan et al., 2016). Agriculture and tourism synergies in Nepal and Fiji also have positive effects on the economy and rural livelihoods (Pandey & Pandey, 2011; Dolcy, 2015). Similar evidence can be found in the context of Sri Lanka (Malkanathi & Routry, 2011).

Despite the increasing interest in agritourism, there is still little or no awareness of agritourism experiences in much of the developing world because agritourism is neither formalised nor defined by relevant authorities as a visitor experience or economic activity, or actively marketed to consumers. In other words, although agritourism products and services exist in these destinations, related stakeholders (tourists, local authorities, local communities) are still largely oblivious to the nature and potential of the activity. This lack of awareness proves to be an obstacle in the development of agritourism in these developing countries (Shah et al., 2020).

Given the wide range in development stages of agritourism and the specific socio-economic and environmental characteristics of individual territories, it is evident that studies contextualised in developed and developing countries tend to be different in terms of research interests and topics (Dubois & Schmitz, 2013; Frochot, 2005; Potočnik-Slavič & Schmitz, 2013). In established developed markets, studies often cover an expansive list of topics ranging from the situation of agritourism (Dubois & Schmitz, 2013; Roman & Golnik, 2019), its management aspects (e.g., entrepreneurship, success factors) (Hung et al., 2016), marketing dimensions (e.g., price, promotion, visitor satisfaction) (Choo & Petrick, 2012; Kenebayeva, 2014a) and economic elements (regulations, impacts of agritourism on development) (Lupi et al., 2017; Streifeneder, 2016). Meanwhile, in new

entrant developing settings, research topics are often limited to more primitive or simple topics such as the prospect or potential of the practice (Adisa, 2013; Mazlan & Juraimi, 2014; Sanchez-Martin et al., 2019).

An examination of the literature also points to the different subsets of tourism that agritourism belongs to. In the European context, agritourism is commonly promoted as a strategy for rural diversification and development and is thus a subset of rural tourism, or in some case it is synonymous with rural tourism. In contrast, in developing countries such as Thailand, Sri Lanka and the Bahamas, agritourism is often considered to be a subset of community-based tourism. While local authorities in these areas tend to promote the community-based tourism model, each locality has its own local resources and strengths to develop a more specific set of tourism products, such as pro-poor tourism, indigenous tourism or agritourism. In line with this point, agritourism studies in developing countries often adopt a collective perspective; i.e., a group of entities, which in most cases is that of the community (Bhatta & Ohe, 2019; Naidoo & Sharpley, 2016). This is different from the preferred perspective adopted by researchers focusing on developed countries, where the perspective is a more individual one, such as farmers, entrepreneurs or destination management organizations (DMOs) (see Karabati et al., 2009; Phelan & Sharpley, 2011).

The constant expansion of agritourism practices has seen a concomitant increase in academic interest (Valdivia & Barbieri, 2014; Weaver, 2011). This is reflected in a growing number of publications across various disciplines and the expanding scope of research in the field of agritourism. Papers on agritourism have been published in a wide range of journals located across a variety of disciplines, ranging from tourism and hospitality through to agriculture, geography, rural studies, sociology, environmental sciences and management. Most of the available research in agritourism is about the supply side, concerning the types of farms and their products and/or services, and the perceived benefits of agritourism for individual farmers or related organizations (Flanigan et al., 2014; McGehee, 2007; McGehee & Kim, 2004; Ollenburg & Buckley, 2007; Tew & Barbieri, 2012). Fewer studies focus on the demand side, and if they do, they usually emphasise visitors' motivations, impacts and perceived benefits (Chatzigeorgiou et al., 2009; Fotiadis & Vassiliadis, 2010).

The vast majority of research in agritourism is case-study based and contextualised in a specific territory. This can open space for criticisms regarding the broader applicability and generalisability of findings. Nevertheless, the focus on case-based research is understandable given the complexity of the experience being provided, its hybrid and relatively nascent nature, and its context-dependent characteristics.

Most agritourism studies have adopted quantitative rather than qualitative methods. Indeed, the larger part of the agritourism literature relies on survey, panel or census data. While this is justifiable given the specific objectives of certain research, the use of a quantitative approach in research can be deemed to be “simplistic and theoretically weak” (Sharpley, 2014, p. 42). Thus, it is positive to see more and more research in agritourism applying qualitative methods or mixed methods in an attempt to understand the “why” instead of just describing the “what” of the phenomenon (Ispas et al., 2019; Yu & Spencer, 2020).

### ***2.1.3. Agritourism impacts and sustainability***

Research on agritourism impacts has proliferated owing to the need to understand the effects that this type of tourism has on related stakeholders and host environments. Impact studies have been undertaken in various countries around the world, ranging from the United States and European countries to Malaysia, Serbia, Kazakhstan, Vanuatu, Jamaica and Peru (Addinsall et al., 2017; Anderson, 2017; Gil Arroyo et al., 2019; Kenebayeva, 2014b; Petrović et al., 2017; Tiraieyari & Hamzah, 2011). The researcher’s review of agritourism literature also shows that impact-focused research receives the most funding and sponsorship, which demonstrates the considerable attention that various parties give to this research area.

Several researchers speak favourably of agritourism’s impacts on a variety of stakeholders (Busby & Rendle, 2000; Dubois & Schmitz, 2013; Fotiadis & Vassiliadis, 2010; Tew & Barbieri, 2012). The practice of agritourism benefits not only farmers and their households with additional income but also the broader community through local employment and stimulation of local businesses (Barbieri & Mshenga, 2008; Veeck et al., 2006). Given that these impacts are widely recognised, the

practice of agritourism has been endorsed by not only individual practitioners (farmers, tour operators, etc.) but also governmental and international bodies (Italian government, EU, etc.) (Gil Arroyo et al., 2013; Streifeneder, 2016).

Several authors have attempted to link agritourism impacts to host community development. Lupi et al. (2017) explored agritourism's contribution to rural development in Italy, emphasising that landscape and environmental variables are important in shaping farmers' decision to engage in agritourism and that agritourism has positive impacts on the landscape and the environment and reduces depopulation. Naidoo and Sharpley (2016) argued that when compared with resort-focused "enclave" tourism, agritourism is more positive in contributing to community well-being. While the literature discussed above adds real value through its analysis of agritourism impacts, it mostly adopts a quantitative approach which is not always capable of providing deeper insight into the reasons behind why local residents perceive agritourism in the way they do.

It is also necessary to acknowledge some negative aspects of agritourism recorded in the literature. Concerning the opportunity cost of resources, Bernardo et al. (2004) mentioned that agritourism farmers need to invest their time and capital in providing tourism services, thus diverting these resources away from agricultural production; that is, away from their core competency. Besides, the challenge of finding reliable labour to do the farm work may increase due to the seasonality of agritourism (Halim, 2016; Kline & Milburn, 2010). Cassel and Pettersson (2015) noted that female entrepreneurs in Sweden must cope with conflicts and tensions between tourism and agricultural production. From a demand side, it has also been noted that agritourists' behaviours can scare the animals and threaten the crop cultures, either deliberately or through ignorance (Archer et al., 2005; Frent, 2016).

Given the predominance of its positive impacts, agritourism has often been positively labelled as a "key factor for local development" (Mastronardi et al., 2015), a "smart diversification solution" (Dubois & Schmitz, 2013), and a useful economic diversification strategy worldwide (Nickerson et al., 2001; Tew & Barbieri, 2012). The impacts associated with this form of tourism are often tightly linked to sustainability-related concepts, such as sustainable development, sustainable tourism.



Sustainability is of even more importance and popularity in this era when various global issues (e.g., agriculture survival, food security) challenge governments. The recent emphasis on “reimagining” tourism in the wake of COVID-19 has also focused heavily on building the sustainability of the industry. Agritourism has emerged as having a role to play in the response to these challenges (Khanal & Mishra, 2014; Thomas et al., 2018; Valdivia & Barbieri, 2014).

Sustainable development was originally defined as “development that meets the needs of the present without compromising the ability of the future generations to meet their own needs” (Brundtland Commission, 1987). It implies simultaneous systemic changes in the pillars of the “triple bottom line”; that is, in the social, economic and environmental dimensions (Bramwell & Lane, 2014; UNWTO, 2015). Drawing on this definition, the sustainable tourism concept has been addressed in considerable detail within both the tourism literature and in practice (Bramwell et al., 2017; Mellon & Bramwell, 2016). In fact, tourism is considered as a factor of sustainable development if it can maintain a balance between economic prosperity, social justice and environmental quality (Elkington, 1997). In other words, sustainable tourism is supposed to “make optimal use of environmental resources, respect the socio-cultural authenticity of host communities, and provide socio-economic benefits to all stakeholders” (Shen et al., 2009, p. 126).

Many studies have shown evidence of the close link between agritourism and sustainability (Barbieri, 2013). In fact, various authors have come to the agreement that agritourism helps enhance the sustainability of rural areas through creating jobs, generating additional income for local people, and preserving the cultural and natural heritage of the destination (Potočnik-Slavič & Schmitz, 2013; Streifeneder, 2016). Considering agritourism as “a sustainable development and diversification strategy for rural communities”, Kim et al. (2019) pointed out that agritourism has many positive economic and non-economic impacts on rural communities, such as improvement of farmers’ lives and sustainable agriculture. Adamov et al. (2020) also claimed that agritourism can economically support rural regions and provide opportunities to create sustainability in these areas.

Among the efforts made to analyse agritourism sustainability, a recent review by Ammirato et al. (2020) provides a holistic view of different perspectives from which agritourism impacts were

examined within the scientific literature and how they relate to sustainable development. This research provides an “agritourism sustainability matrix”, as shown in Table 2.1. Agritourism impacts can be classified into three perspectives – economic, social and environmental – and into two levels of impact – macro (community, region, industry) and micro (individual farm/actor). The matrix provides a useful framework to examine the huge and diverse range of agritourism impacts discussed in the literature.

**Table 2.1 Agritourism sustainability matrix**

	<b>Economic perspective</b>	<b>Social perspective</b>	<b>Environmental perspective</b>
<b>Macro level</b>	+ Stimulus for other local activities and boosting local economies + Infrastructure investments	+ Recovery of roots, folklore, and traditions + Educates visitors toward agriculture and the rural world	+ Natural and landscape resources maintenance/ Biodiversity and environmental protection
<b>Micro level</b>	+ Alternative source income for the farmer/ Business diversification + Distribution channel for farm product/ Developing new market niches	+ Provide alternative job opportunities to family members + Enabler of emancipation of women	+ Responsible use of raw materials and natural resources/ Waste reduction

*Source:* Ammirato et al., (2020).

From an economic perspective, agritourism can boost profits, supplement farmers’ incomes, create jobs and provide marketing opportunities for other farm produce (Hegarty & Przezborska, 2005; McGehee, 2007; Yang, 2012). In their study on the benefits of agritourism as perceived by farmers in Missouri, Tew and Barbieri (2012) emphasised that agritourism has a positive effect on the marketing and development of farm businesses, contributing to their economic prosperity. This finding is in line with the views of Malkanthi and Routry (2011) who, in the context of Sri Lanka, stated that agritourism can generate additional income through the provision of agro-products and farm activities.

In terms of socio-cultural factors, agritourism can help to preserve rural heritage and traditional cultures, and strengthen community pride and farmers’ identity (Barbieri, 2019; LaPan &

Barbieri, 2014; Ollenburg & Buckley, 2007). In their study on women's agritourism businesses in Southern France, Annes and Wright (2015) suggested that agritourism enables women to cultivate their personal empowerment strategies, contributing to the gender equality process in society. LaPan and Barbieri (2014), in their research on the linkage between agritourism and heritage preservation, also suggested that this form of tourism can be a suitable tool to preserve tangible heritage.

In terms of the environmental dimension, agritourism can contribute to the protection of ecosystems, conservation of natural resources, and retention or even improvement of rural surroundings (Choo & Jamal, 2009). Agritourism can encourage farmers to adopt responsible farming practices such as organic farming and on-farm biodiversity conservation (Shah et al., 2020). And Calza et al. (2018) asserted that ecological improvements in destroyed rural regions are among the advantages that agritourism offers to the host communities.

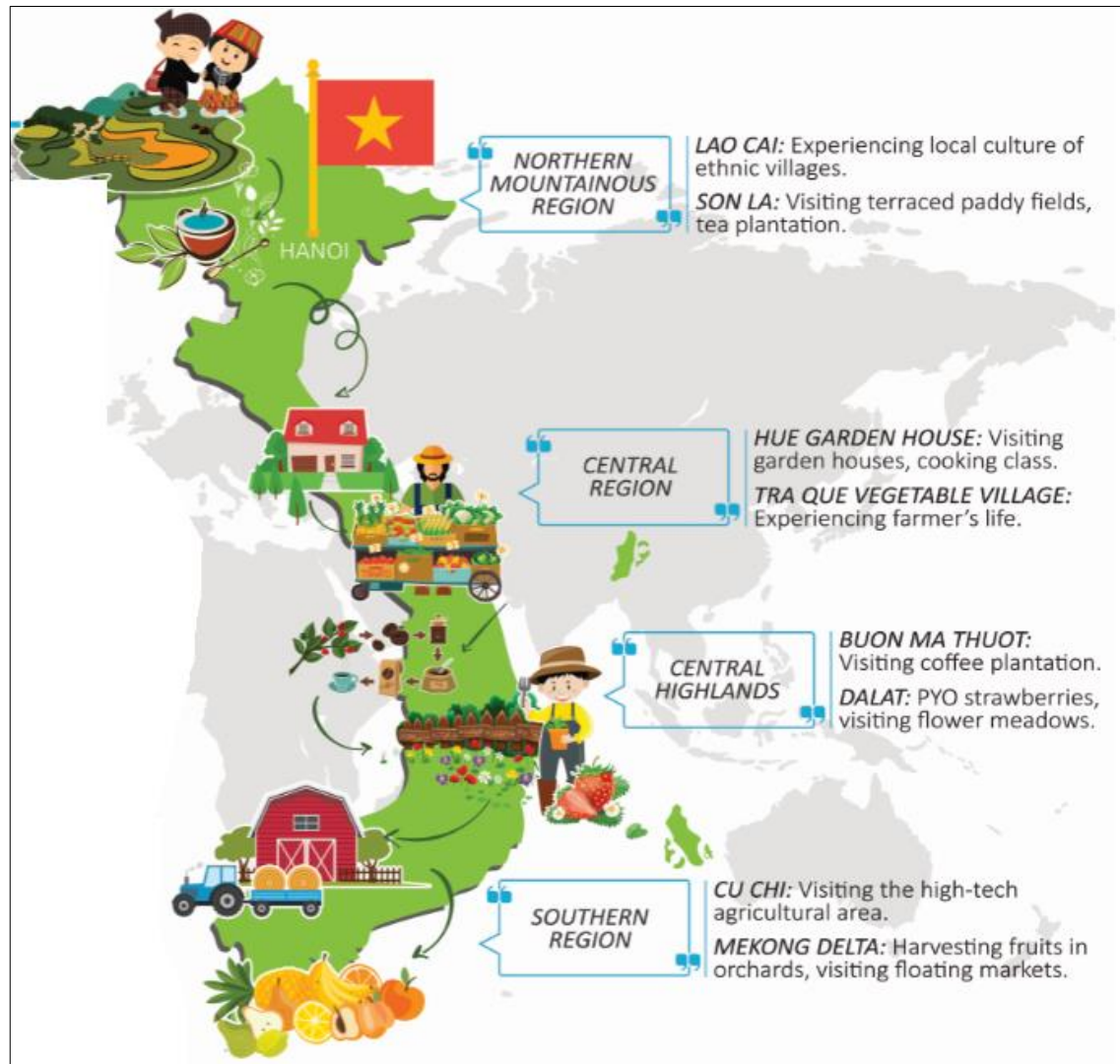
Some studies have discussed how agritourism can serve as a tool towards the achievement of the United Nation's Sustainable Development Goals (SDGs). As part of the 2030 Agenda for Sustainable Development approved by the United Nations General Assembly in September 2015, seventeen SDGs serve as a framework through which regions and countries can guide and measure their contribution to sustainable development worldwide (UNWTO, 2015). Representing 10% of the world GDP in 2015, tourism proves to have "the potential to contribute, directly or indirectly to all of the goals" (UNWTO, 2015). As an emerging form of tourism, agritourism is no exception. For example, Gil Arroyo et al. (2019) and Annes and Wright (2015) both argued that agritourism development contributes to female empowerment in the community – which is SDG 5. However, not many agritourism studies have discussed the link between this form of tourism and the SDGs. Indeed, as well as facilitating SDG 5 "Gender Equality", agritourism can contribute to SDG 1 "No Poverty", SDG 8 "Decent Work and Economic Growth" and SDG 11 "Sustainable Cities and Communities" (UNWTO, 2018).

#### ***2.1.4. Agritourism practice in Vietnam***

Due to fluctuating primary commodity prices, urbanisation, and industrialisation, Vietnam has seen a decrease in its number of farmers nationally and the contribution of agriculture to the country's GDP. Following a common trend among developing countries, Vietnam has shifted from an agricultural-based to a service-driven economy, paying more attention to developing tourism. Tourism in general and agritourism in particular have been adopted in the country as a strategy for economic development (Sinclair, 1998; VPM, 2020).

Figure 2.1 provides some examples of the various agritourism products being offered throughout the country. In the northern mountainous region, travelers are invited to Moc Chau farm in Son La province, where they can admire the stunning terraced rice paddies, and experience the local culture of ethnic villages in Hoa Binh, Son La, Lao Cai and Ha Giang provinces. In the northern region, a wide range of agritourism tours have been designed, allowing visitors to explore agricultural activities in Ninh Binh and Hai Duong provinces, and study traditional crafts in Bat Trang pottery village, Van Phuc silk village and Dong Ho village where folk painting is made. Even in the capital city, Hanoi, the model of agricultural production tied in with community-based tourism has been introduced in the suburban districts of Ba Vi, Dong Anh and Thuong Tin.

**Figure 2.1 Agritourism highlights in Vietnam**



One of the most well-known agritourism hubs is Tra Que vegetable village (Hoi An) in the central region. It is common to see groups of international tourists wearing the traditional brown costumes of local farmers, with slippers and conical hats, in the field learning how to grow, water and harvest herbs and vegetables, or perhaps riding buffalos around the village. At a higher altitude in the central highlands, the city of Da Lat is also very sought after for its agritourism products, including picking your own strawberries, exploring giant pumpkin farms, and admiring the brightly coloured flowers at Dalat Hasfarm, one of the biggest flower producers in the country. Elsewhere in the country, holidaymakers can embark on tours to coffee plantations in Buon Me Thuot city, the regional “capital of coffee”. And to the south, famous for its fruit-laden orchards and floating markets, the

Mekong Delta provinces are filled with tourists all year round, travelling along its zigzagging canal system, harvesting fruit in gardens or rice from the paddy fields.

It is obvious that, from the north to the south, each region and locality has something different to offer to both domestic and international tourists, making for a diverse agritourism product portfolio for the country. Vietnam's great agricultural foundation and tradition makes it possible to develop agritourism throughout the country. In fact, Vietnam ranked 4th in the list of countries in the world that exported the highest dollar value worth of rice in 2019 (Workman, 2019) and 37.22% of the population was employed in agriculture (World Bank, 2019). For Vietnamese people, agriculture is so important that it infuses all aspects of their lives, especially their history and culture. The friendliness and hospitality of Vietnamese farmers is another factor that is marketed to attract domestic and international tourists alike.

Vietnam is no exception to the common scenario of agritourism development in developing countries. This type of tourism is a relatively new phenomenon in Vietnam and is very much in its nascent phase. Thus, there is not yet "a clearly defined and well marketed agritourism product" and "there was little/no awareness that agritourism experiences existed as it is yet to be formalised by relevant authorities as an actual product" (Shah et al., 2020, p. 207). According to the Head of Vietnam National Administration of Tourism (VNAT), the practice of agritourism in the country has been small in scale and dispersed in nature and there is much potential to "unlock" the sector. Indeed, not much attention was officially paid to this phenomenon until a workshop held on 30 March 2018 by VNAT, titled "Orientation for agritourism development from the perspective of product and market" (Hong Thuy, 2018). This signaled an increasing interest, from both academics and practitioners, in this type of tourism and highlighted the need for more research and development in Vietnam.

The workshop pointed out that the implementation of agritourism in the country has been largely sporadic and has often failed to create unique attractive products and professional services (Hong Thuy, 2018). Moreover, the lack of planning, strategy and training is holding back those who wish to develop this form of tourism on a larger scale as farmers have shown a lack of skills in serving

tourists and coordinating with travel agents to promote their agritourist sites to visitors. The workshop called for a national master plan for agritourism development and positive support from relevant agencies as well as connections among communities and locals to tap into the potential of this industry sector.

Positive outcomes from agritourism have been confirmed in some settings with stable income benefits being recorded for farmers and businesses (Hong Thuy, 2018). According to the Vietnam National Administration of Tourism, agritourism has facilitated the socio-economic development of many localities, making them more attractive to visitors while generating income for local farmers and agricultural enterprises. However, it is necessary to develop more unique products and strategies to increase visitor spend in order to sustainably benefit residents and their local communities. Given a promising annual increase of 20%–30% in demand for agritourism reported by the Ho Chi Minh City Tourism Department, agritourism in Vietnam has considerable untapped potential (Luu, 2018). This practice has such bright prospects that it is seen as an inevitable trend for tourism and agriculture in Vietnam (Hong Thuy, 2018).

## **2.2. The development of an agritourism system model**

In a review of sustainable tourism, Bramwell et al. (2017) highlighted a growing interest in “systems perspectives on (un)sustainable tourism” and emphasised the relevance of analysing the “complex interconnections around social systems and between human and natural systems” (p. 3). As defined by Meadows and Wright (2009), a *system* is a group of interrelated elements acting and performing specific functions over time. In the case of an agritourism human system, or agritourism system for short, the system comprises the agritourism stakeholders, their resources, and their interactions.

The “agritourism system model” proposed by McGehee (2007) is the first system-related work in the agritourism arena. The model covers the identification of agritourism stakeholders and an assessment of their needs and obstacles based on Weber’s formal and substantive rationality. The research focus of McGehee’s work is limited to only three groups of stakeholders (agritourists, agritourism businesses and DMOs), leaving other important actors, including the local community, out of the discussions. Babieri (2017) later developed the “Agritourism System’s Approach” that

includes the farmer, family and society as layers, which has been operationalized in Savage et al. (2020)'s work. This approach aims to “capture the interconnections among the entrepreneurial farmer (as the system's nucleus), within expanding concentric circles (layers) representing the farm household (including both the family dynamics and business). Holistic evaluations of agritourism should take into account aspects from each layer” (p. 4) for the successful implementation of agritourism (Savage et al., 2020).

To understand and potentially enhance an agritourism system, it is useful to consider stakeholder theory and network theory and how to integrate these two theories into the context of agritourism using a social network analysis approach.

### ***2.2.1. Stakeholder theory***

Originating from strategic management in the early 1960s, stakeholder theory has been adopted widely in marketing, management and, more recently, tourism research (Nogueira & Pinho, 2015). The concept of a stakeholder is defined differently by various authors. As Carroll (2009) put it, stakeholders are “those groups or individuals with whom the organization interacts or has interdependencies... and who can affect or is affected by the actions, decisions, policies, practices or goals of the organization” (p. 10). Stakeholders are also referred to as groups or individuals with an interest in a specific area (Cooper et al., 2009; Wood & Gray, 1991). Given this research's focus on the local community which consists of various different members, the thesis adopts the interpretation by Freeman (1984) who defined stakeholders as “any group or individual who can affect or who is affected by the achievement of the organization's objectives” (p. 25).

Various typologies of tourism stakeholder can be found in the literature (Singh, 2012). McIntryre et al. (1993) defined three key stakeholder groups as major actors for sustainable tourism development; namely, the industry, environment supporters and community/local authority. Likewise, Timur and Getz (2008) identified in the context of sustainable urban tourism three clusters of key stakeholders: government, local community and industry. In the context of rural tourism development, Ammirato and Felicetti (2013) examined three groups of stakeholders – agritourism



farmers, local suppliers and local workers – with all being seen as part of the “agritourism rural network”.

In an UK-based case study examining stakeholder involvement in sustainable tourism, Waligo et al. (2013) classified stakeholders more specifically into eight groups: businesses, residents, government, special interest groups, employees, boards of directors, educational institutions and visitors. Saftić et al. (2011) joined the typology conversation with a broader categorisation incorporating two groups of stakeholders in the context of Croatian tourism: primary stakeholders, which includes local and central government officials, DMOs, providers of attractions accommodations and services, local communities and tourists; and secondary stakeholders, which covers community groups, advisory boards, media, retail operators, and research and education institutes. The above classifications serve as an important reference point for this thesis, and the case study research will look to potentially identify the best category fit with these categories and/or develop other dimensions or classifications.

### ***2.2.2. Network theory and social network analysis***

Each stakeholder controls certain types of resources (i.e., capital, expertise, knowledge) and when stakeholders interact with one another by exchanging such resources, a network is formed (Bramwell & Lane, 2014; Gamm, 1981). A *network* can be referred to as a system consisting of organizations and their relationships (Aquino et al., 2018). The entities within a network can be linked either directly or indirectly through interactions such as exchange of resources or sometimes conflicts and hostility (Timur, 2010). A range of network-related interactions has been recorded in the tourism literature. For example, Nogueira and Pinho (2015) investigated the exchange of marketing information, administrative resources, human resources, training and financial resources between stakeholders in the context of Portuguese rural tourism, while Tinsley and Lynch (2001) examined informal tourism-related networking in a rural destination in the West Coast of Scotland among various tourism players such as hotels, bed and breakfasts, gift shops, art, grocery stores and craft shops.

Since it has been long recognised that “a destination is a system which consists of relations that are likely to influence destination stakeholders’ opportunities, constraints, behavior, or values” (Timur & Getz, 2008, p. 447), it is most fruitful to investigate stakeholders along with their relationships in the system as a whole. *Social network analysis* can be adopted, by integrating stakeholder theory with network theory, to investigate the whole system. According to Mahon et al. (2004), *social networks* are made up of a set of nodes that are linked by relationships. *Nodes* or “actors” are entities, persons, organizations or societies (Katz et al., 2004); *links* or “ties” are any kind of relationship between these actors, which is a unit of analysis in the network theory mentioned above; and *networks* are the patterns created from the combination of all the actors and links within the system (Timur, 2010).

There has been an increase in the application of network approaches in the tourism literature, including in community-based tourism (Iorio & Corsale, 2014), food tourism (Boesen et al., 2017; Hall & Gössling, 2016), and geotourism (Fassoulas & Zouros, 2010). However, there has been only relatively limited research into stakeholder networks in agritourism (Abrahám, 2014; Partalidou & Koutsou, 2012). Karampela et al. (2017) and Karampela et al. (2016) did consider stakeholder networks in the context of Greece, but they served as just one variable in measuring the impacts of agritourism on local development rather than as a key focus of the research. In this instance, the stakeholders and their interactions were not able to be described in any depth because of the limitations presented by the quantitative approach the research adopted. Another more recent study (Li & Barbieri, 2020) also used SNA to evaluate information and education exchange within a major association of agritourism. However, this study also failed to gain a deeper perspective on the relationships as only a quantitative SNA was adopted. As Timur and Getz (2008) pointed out, quantitative approaches are sometimes unsuitable to unveil the dynamics between the stakeholders and their relationships.

Earlier network studies tended to rely on quantitative approaches that place an emphasis primarily on network structure (Curran et al., 1993). In fact, structural analysis covers three features of the network: the size (the number of nodes included), the centrality (the position), and the density

(the interconnectedness of the nodes in the network). While the outcome of this analysis is rich in quantitative information (i.e., frequency of contacts within the network), it provides very little qualitative information in terms of the stakeholders' background, the content of their relationships, and an explanation of networking.

Network studies that adopt qualitative approaches have generated valuable information. In their study on inter-firm collaboration in an Italian context, Corte and Aria (2014) shed light on the vital role that individuals' previous experiences and personal attitudes play in successful inter-firm collaboration. Novelli et al. (2006) also drew an important conclusion from their work that collaborative networks among tourism actors in the UK promote the improvement of tourism services and marketing activities and enhance knowledge transfer within the destination. In brief, the qualitative approach to network studies can aid considerably in revealing tourism stakeholders' sets of beliefs, values and attitudes, as well as the content and attributes of the relationships between stakeholders within the network.

### **2.3. Host perception of agritourism and its influencing variables**

#### ***2.3.1. The importance of host perception of, and support for agritourism***

From a sociological perspective, Sharpley (2018, p. 12) defined tourism as a social phenomenon in which tourists interact with other places and other peoples and undergo "experiences that may influence their own or the host community's attitudes, expectations, opinions and, ultimately, lifestyles". This definition spells out the importance of the two parties crucial for tourism – tourists and the host community – and the relationship between them, which is also referred to as *host-guest* relations (Smith, 1989). While the host population plays a significant role in shaping the experience of the tourists, the guests, in turn, create a certain impact on the host community's well-being and development. It is widely accepted that the practice of tourism in a place serves as a stimulant to development of that area and community; however, the host communities also suffer related negative social and environmental impacts (Draženka et al., 2019; Milne & Ateljevic, 2001; Wang et al., 2018; WTO, 1998). In other words, destination communities can face a so-called *social dilemma*, a trade-

off between the good and bad impacts tourism brings to their communities (Telfer & Sharpley, 2016). As Smith (1989, p. 11) put it, tourism can be “a mixed blessing” to the host population.

While it can generate favorable economic outcomes by creating jobs and increasing cash flow, tourism can also result in social and environmental problems for the host destination when the number of tourists exceeds the host capacity. In other instances, tourism may lead to the overexploitation or destruction of natural resources, thus reducing the common pool resource available for local people and their future generations (Holden, 2005; Marcinek & Hunt, 2019; Ostrom & Field, 1999). If local communities perceive that the cost of tourism outweighs its benefits, they will likely withdraw their support for tourism (Lawson et al., 1998).

Given the crucial part that host communities play in the development and sustainability of tourism, growing academic attention has been paid to gaining an understanding of their perceptions of tourism and its impacts (Higgins-Desbiolles, 2020; Sharpley, 2014). There is a growing consensus among researchers that residents must perceive that the benefits of tourism outweigh its costs if the industry is to be successful and sustainable in their community (Andriotis & Vaughan, 2003; Hussain, 2021; Pérez & Nadal, 2005; Visit Scotland, 2020). Zhang et al. (2006) proposed that it takes harmonious relationships between various stakeholders, especially between host communities and tourists, for tourism to develop in a sustainable way. Likewise, Snaith and Haley (1999) pointed out that “a happy host is more likely to welcome the tourist” (p. 597) and contribute favorably to the development of tourism in the destination. Thus, to understand local residents’ perceptions of tourism impacts is as important, if not more so, than to understand the impacts themselves, because this is key to an effective, “resident responsive” form of tourism planning (Ap, 1992; McGehee and Andereck, 2004; Vargas-Sánchez et al., 2009). In cases where the practice of tourism is community-based, the role of the local resident is of even more importance because they are the ones who directly operate, manage or coordinate and provide the services for tourists (Chadha & Onkar, 2019).

Community is considered as “an intermediate level of social life between the personal (individual/family) and impersonal (global/institutional)” (Milne & Ateljevic, 2001, p. 374). From the perspective of sustainable tourism, community is seen as one group of partners fundamental to

the development of this practice (WTO, 1998). Given the common interests shared by its members, most authors treat local community as a homogenous group or entity. MacQueen et al. (2001) referred to local community as a group of people “who are linked by social ties, share common perspectives and engage in joint action in geographical locations or settings” (p. 1929). Likewise, community is viewed as “a group of people living in the same place, and who have and share a particular characteristic in common, especially in the context of social values and responsibilities” (Nguyen, 2015, p. 28). When it comes to a host community’s perceptions of tourism, however, there is a growing concurrence that destination residents should not be viewed a homogenous grouping (Krippendorf, 1999; Snaith & Haley, 1999).

The term “perceptions” is widely used in the tourism literature and is defined in a variety of ways. While some researchers refer to it as “attitudes” (Lindberg & Johnson, 1997; Smith & Krannich, 1998), others suggest that these are two distinct concepts (Cardoso & Silva, 2018; Ozturk et al., 2015). Perception is also synonymous with local residents’ “opinions” or “reactions” (Fredline & Faulkner, 2000; Williams & Lawson, 2001). In most tourism and community development studies, *perceptions* is used to denote what local residents think about tourism and its impacts. It is worth noting that most research focuses only on residents’ perceptions of tourism impacts while ignoring their specific perceptions of tourists (Reisinger & Turner, 2002; Sharpley, 2014); more research attention is required to address how these two perceptions are interrelated.

### ***2.3.2. Influencing variables on host perceptions of agritourism***

Research on host perceptions of tourism impacts is an area which has gained much academic attention due to the significant role that local communities play in the implementation and development of tourism in certain destinations (McGehee & Andereck, 2004, p. 132). A problem affecting much of this work is that there is a lack of any rigorous theoretical framework underpinning why residents respond to tourism impacts as they do (Ap, 1992; Sharpley, 2014). Many attempts have been made to address this call by adopting different theories, of which *social exchange theory* is the most commonly used. Social exchange theory is considered an appropriate and holistic framework to use

within host perception studies as it can explain both positive and negative perceptions and can examine relationships at both individual and collective levels (Ap, 1992).

Social exchange theory is the predominant theoretical framework used to explain resident perceptions of tourism (Jurowski & Gursoy, 2004; Sharpley, 2014). It is concerned with, as Ap (1992) explains, “understanding the exchange of resources between individual and groups in an interaction of situation” where “actors supply one another with valued resources” (p. 668). In other words, residents and tourists may give and receive tangible or intangible resources within the host-tourist interaction context (Andriotis & Vaughan, 2003). The residents who receive more benefits than costs are more likely to have positive attitudes to tourists and tourism and thus are also inclined to support tourism development; otherwise, they tend to oppose it (Jurowski et al., 1997; Ward & Berno, 2011).

If residents just share space but do not communicate with tourists, the exchange mentioned in the social exchange theory does not happen. In this case, social representation theory emerges as a more appropriate framework (Andriotis & Vaughan, 2003; Woosnam, 2012). Social representation theory is related to gaining an understanding of what and how people think in their daily experiences and how these thoughts are influenced by the wider social reality (Pearce et al., 1996). To put it simply, *social representation* can be referred to as “myths, knowledge, images, ideas, and thoughts about a social object” (Andriotis & Vaughan, 2003, p. 173). As proposed by Fredline and Faulkner (2000), the three sources of social representations are direct experience, social interaction and media. In cases where residents do not have direct contact with tourists and tourism practice in their communities, their social interaction with family and friends, and information acquired from the media, are important sources to explain how they perceive tourism and its impacts on their communities.

The way in which host communities think about tourism and tourists is conditioned by a wide range of influencing factors and researchers have proposed different ways to categorise these (Sharpley, 2014). Cardoso and Silva (2018) divided these variables into two major groups: tourist factors and destination factors. *Tourist factors* includes the number of visitors, seasonality, and the formation of visitor links to the local community (Vargas-Sánchez et al., 2009), while *destination*

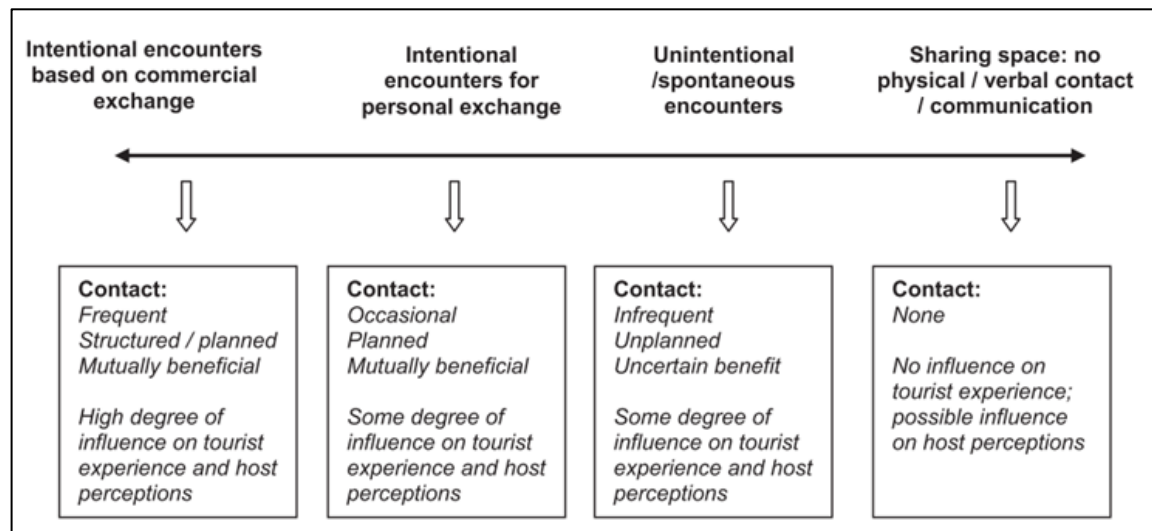
*factors* embraces elements concerning the destination itself, such as demographic variables, personal values, community attachment to place and the local stage of tourism development (Andereck et al., 2005; Fredline & Faulkner, 2000). Faulkner and Tideswell (1997) categorised these factors into extrinsic and intrinsic dimensions. The *extrinsic dimension* concerns the destination's characteristics, such as seasonality patterns, stage of tourism development and types of tourists, while the *intrinsic dimension* involves the host community's characteristics, namely socio-economic characteristics, residential proximity, and individuals' period of residence.

One of the most important factors shaping perceptions about tourism and tourists is host-guest interaction (Kastenholz et al., 2013; Zhang et al., 2017). Krippendorf (1999) proposed the tourist-host encounter continuum (Fig. 2.4) which comprises four distinctive types of resident: "those in direct businesses with continuous contact with tourists; those in irregular contact in unrelated businesses; those in regular contact but only partially deriving their income from tourism; and those with no contact with tourists" (Sharpley, 2014, p. 38). This continuum serves to highlight the various forms of local resident-tourist encounters and the extent to which they influence host perceptions and tourist experiences (Krippendorf, 1999).

The degree of encounter is positively correlated with tourist experience and host perception. In fact, the local people who engage in more regular commercial exchange with tourists will be positively affected to a greater extent than those with limited or no contact with tourists. Andereck et al. (2005) also pointed out that residents who have more intense contact with tourists and more knowledge about tourism tend to have more positive attitudes.

While what local residents think about tourism matters considerably to its development, how they respond to the phenomenon is of even more significance. Thus, Ap and Crompton (1993) called for more academic attention to residents' responses to tourism impacts. In the literature, residents' strategies for responding to tourism are variously termed as "behavioral strategies" (Ap & Crompton, 1993), "host community reactions" (Fredline & Faulkner, 2000), "degree of support for tourism" (Pérez & Nadal, 2005) or simply as "responses to tourism impacts" (Sharpley, 2014).

**Figure 2.2 A continuum of host-guest encounters by Sharpley (2014)**



*Note:* Sharpley (2014), adapted from Krippendorf (1999).

Studies of residents' responses towards tourism often take the form of cluster analysis in which residents are segmented into different groups based on their reactions to tourism impacts (Sharpley, 2014). An example of this type of study is that of Fredline and Faulkner (2000), in which residents were categorised into five clusters from their responses to tourism and events in their community:

- Lovers – agree highly with the benefits and disagree with the negative impacts of events on the community
- Haters – disagree strongly with the benefits and agree with the negative impacts
- Ambivalent supporters – agree slightly with both positive and negative impacts of events on their community
- Realists – acknowledge both positive and negative impacts, and
- Concerned for a reason – are deeply concerned about specific impacts of the events on their community.

Groups exhibiting “extreme” views (Lovers and Haters) can also be spotted in many other studies (Fredline & Faulkner, 2000; Madrigal, 1995), while the remainder vary according to each



study's specific context and instruments. Pérez and Nadal (2005) suggest a different set of five clusters in their study concerning residents' response to tourism development in their community:

- Development supporters – are strongly in favor of new developments
- Prudent developers – acknowledge the positive impacts of tourism development while being conscious of its harmful effects
- Ambivalent and cautious – whose opinions are ambivalent about both positive and negative impacts of agritourism
- Protectionists – are firmly opposed to tourism development due to the negative perception of tourism impacts, and
- Alternative developers – strongly agree with the positive impacts of tourism development, with special emphasis on the idea of limiting the number of arrivals to the destination.

In an earlier work, Ap and Crompton (1993) proposed a continuum comprising of four strategies residents use to respond to tourism impacts:

- Embracement – eagerly welcoming tourists
- Tolerance – partly liking and partly disliking tourism development in their community, residents who use this strategy tend to tolerate the negative impacts of tourism since they acknowledge its positive impacts on the community
- Adjustment – for example, by rescheduling activities to escape the crowd, and
- Withdrawal – the residents who have extremely negative perceptions of tourism will tend to remove themselves temporarily from the community.

This embracement–withdrawal continuum represents a flexible framework in the sense that it can capture the diversity of responses to tourism in a community at any time and that residents are likely to shift from one strategy to another over time.

Recent works on residents' responses to tourism show a combination of the aforementioned strategies. In their study on the opinions and attitudes of the residents of Chios island in Greece towards small-scale cultural tourism events, Doumi et al. (2020) classified the residents under three

groups: Embracers, Realists and Neutrals. Del Chiappa et al. (2019) also pointed out four clusters – indifferent, moderate lovers, moderate critics and cautious – when it comes to the perceptions and attitudes of Naples residents towards the development of cruise tourism.

## **2.4. Summary**

This literature review has explored the complex and multifaceted characteristics of agritourism in terms of its definition, typology, development around the world and the impacts it has on the host community. The chapter has shed light on the interesting difference between agritourism development and outcomes in established markets and new entrant markets. Noting this difference, the review calls for more empirical evidence of agritourism impacts in the context of developing countries.

Despite the fast-paced growth of agritourism in the world, there have not been sufficient empirical case studies to provide a clear understanding of agritourism stakeholder networks and their related impacts on the sustainable development of local communities in developing countries. This has resulted in a failure to address and explain the interrelationships between stakeholders that underpin the sustainable development of agritourism in local communities.

The chapter also presented the importance of cooperation and involvement of various stakeholders in terms of tourism development by approaching agritourism from a system model encompassing related stakeholders, the links between them, and the networks created. This draws on the integration of stakeholder theory, network theory and social network analysis into the study of agritourism at a local scale. The specific agritourism system within a local setting needs to be conceptually generalised into a model that is applicable for other agritourism destinations, especially villages and communities in developing countries. This model can potentially provide a better understanding of agritourism stakeholders and the links between them, which is vitally important for the sustainable development of this form of tourism.

The review concluded by focusing on host perceptions of agritourism impacts, influencing variables, and the various theoretical frameworks used in host perception studies. It was argued that the application of social exchange theory and social representation theory simultaneously can add real value to the agritourism literature. The review also discussed the various strategies local people

adopted to respond to tourism, with a focus on the embracement–withdrawal continuum by Ap and Crompton (1993).

## CHAPTER 3: METHODOLOGY

This chapter discusses the methodologies adopted in the research. The discussion begins with the social constructivist paradigm, followed by the qualitative approach, and the triangulation strategy. The chapter then outlines the case study approach and presents an overview of the single site used for the research: Thuy Bieu village, Vietnam. The research process with its two-phase fieldwork design is then presented. Phase 1 aims to develop the agritourism stakeholder network while phase 2 examines the local people's perceptions of agritourism impacts on their community. The last sections of the chapter detail the research methods and participants in each phase.

### 3.1. Methodological approach

#### 3.1.1. *Research paradigm*

The philosophical foundation that guides this research is *social constructivism*, which is also referred to as *interpretivism* (Denzin & Lincoln, 2011; Mertens, 2010). When addressing the ontological question, interpretivists believe that reality is socially constructed. In other words, there are multiple realities which are constructed through meaningful actions and interactions of human beings. These realities can be explored by learning how people make sense of their social world and they vary due to the diversity of human experiences, knowledge and interpretations (Creswell, 2014). Thus, researchers adopting this approach adopt a subjective epistemology, viewing knowledge as socially constructed through language and interaction (Creswell & Poth, 2018; Tracy, 2020). In order to answer the research questions, interpretivists often seek and gain insight from various viewpoints, from different participants as well as from themselves.

According to Hennink et al. (2011), the key to interpretive methodology is that researchers experience the real-life setting and engage in the activities as a participant observer rather than as an outsider. From a constructivist perspective, the interaction between researchers and the subjects being researched is crucial in terms of generating data, and thus creating knowledge. Since interpretive researchers aim to understand people's experiences, they stress the need to situate analysis in specific contexts in order to understand the historical and cultural setting of the participants (Creswell, 2014;

Hollinshead, 2006). In order to interpret the meanings that people associate with the world, Tracy (2020) affirms the importance of the researcher's empathy, which means standing in the participants' shoes and attempting to understand their perspectives, their roles and their experiences. As Wiseman (1996) put it, empathy is about "1) see the world as others see it; 2) non-judgmental; 3) understanding another's feelings; 4) communicate the understanding" (p. 1165). Interpretive researchers also "position themselves" in the research to acknowledge how their own background and experiences shape their interpretation of what they find.

### ***3.1.2. Qualitative approach***

In aiming to contribute to the agritourism literature through a deeper understanding of an agritourism network, local people's perceptions of agritourism impacts on local development, and their ensuing responses to the phenomenon, the research adopts a qualitative approach with different methods used to describe and explain the phenomenon (Deery et al., 2012). Since agritourism remains understudied in Vietnam in general and in Hue in particular, there is neither sufficient research data nor official statistics to quantify agritourism development precisely (Hong Thuy, 2018). Thus, in this case when not much reliable and accurate quantitative data about agritourism is available (Schepis, 2011), a qualitative approach is appropriate to gain fundamental insights into the agritourism network system.

To identify actors within the network of agritourism stakeholders and their respective interrelationships, *social network analysis* (SNA) is applied in a purely qualitative approach. It is common for SNA to be run in at least two stages: first is the qualitative stage when key stakeholders are identified and interviewed, and second is the quantitative stage when questionnaires are used to quantitatively measure network-related attributes (Nogueira & Pinho, 2015; Timur, 2010; Timur & Getz, 2008). However, the findings derived from quantitative approaches are often descriptive and struggle to provide a deeper explanation in terms of the stakeholders' profiles and the relationships between the stakeholders (Burt, 1997; Emmel & Clark, 2011). As stated by Curran et al. (1993), adopting a qualitative approach in SNA can facilitate a deeper and richer analysis of links and content

communicated between actors, such as motivations, expectations and obstacles of members in the network.

In examining the impacts of agritourism from the local resident perspective, this research also adopts a *qualitative approach*. While most relevant research employs quantitative methods based on surveys, data gained from these tools are often used to merely describe the phenomenon but not necessarily explain it (Karampela et al., 2016; Zhang et al., 2006). As an approach to explore and understand “the meaning individuals or groups ascribe to a social or human problem” (Creswell, 2014, p. 4), qualitative research provides an insight into how local people perceive agritourism impacts, how they respond to the phenomenon accordingly, and why they do so.

This qualitative approach was deemed to be best suited for “richly describing a scene” – in this case, the agritourism phenomenon in Thuy Bieu village – as well as for “understanding the stories people use to narrate their lives” (Tracy, 2020, p. 5); i.e., the local residents’ perceptions of how agritourism impacts their community and how they respond to the practice accordingly.

### ***3.1.3. Triangulation strategy***

A *triangulation strategy* enables the collection and interpretation of data through more than one method (Decrop, 1999; Johnson & Christensen, 2014; Singh, 2012). Triangulation is based on a principle from navigation: “the intersection of different points is used to calculate the precise location of an object” (Yin, 2014, p. 120). A research finding or conclusion is likely to be more accurate and convincing if it is based on different sources of evidence (Yin et al., 1985).

This research adopts the triangulation of data collection methods, including interviews (semi-structured and informal), observation (directly and participant observation). This use of various research tools helps researchers overcome the possible weakness of one method by adding the strength of another (Denzin, 2009). The research adopts a multi-stakeholder perspective with a strong focus on local community to enable the construction of a holistic picture of the agritourism system (Denzin, 2009; Denzin & Lincoln, 2011). To ensure the researcher interpreted the respondents in an unbiased manner, the transcription of interviews was reviewed and revised by the interviewees,

wherever possible. This step in the data interpretation procedure strengthens the validity of the data (Brink, 1993; Fetterman, 2010).

The idea of triangulation is also seen in the research's combined approach to identifying and understanding tourism impacts. As noted by Styliadis et al. (2014), three main approaches to the investigation of tourism impacts can be distinguished in the literature: cost-benefit, *domain-related cost-benefit*, and non-forced. While the first approach simply considers whether the overall impact is positive or negative, the second approach also considers the domain (economic, socio-cultural and environmental) in which the impact is embedded. In both these approaches, it is assumed that the more benefits (positive impacts) perceived, the more the community will support tourism; and that the more costs (negative impacts) perceived, the less the support for tourism. Finally, the *non-forced approach*, also called *stakeholder approach*, is the most commonly adopted, and is based on the stakeholders' perception of tourism impacts and their willingness to support tourism development (Luštický & Musil, 2016). The current research combines the domain-related cost-benefit and stakeholder approaches in order to understand how local actors perceive agritourism impacts on local development and why they do so.

#### ***3.1.4. Case study approach and setting***

As defined by Yin (2014), "a case study is an empirical inquiry that investigates a contemporary phenomenon in depth and within its real-world context" (p. 16). Given that this study is guided by "how" questions and that agritourism is a contemporary phenomenon over which the researcher has no control, the case study emerges to be a viable approach. The detailed exploration of a single case in Thuy Bieu village (Hue, Vietnam) enables valuable insight into the agritourism network, while providing empirical evidence to conceptualise agritourism as a tool for sustainable local development. The use of a case-study approach in this research is also supported by the fact that agritourism is a phenomenon that is extensively differentiated by the social, cultural and natural contexts in which it exists (Frochot, 2005; Potočník-Slavič & Schmitz, 2013). Many authors argue that a case study

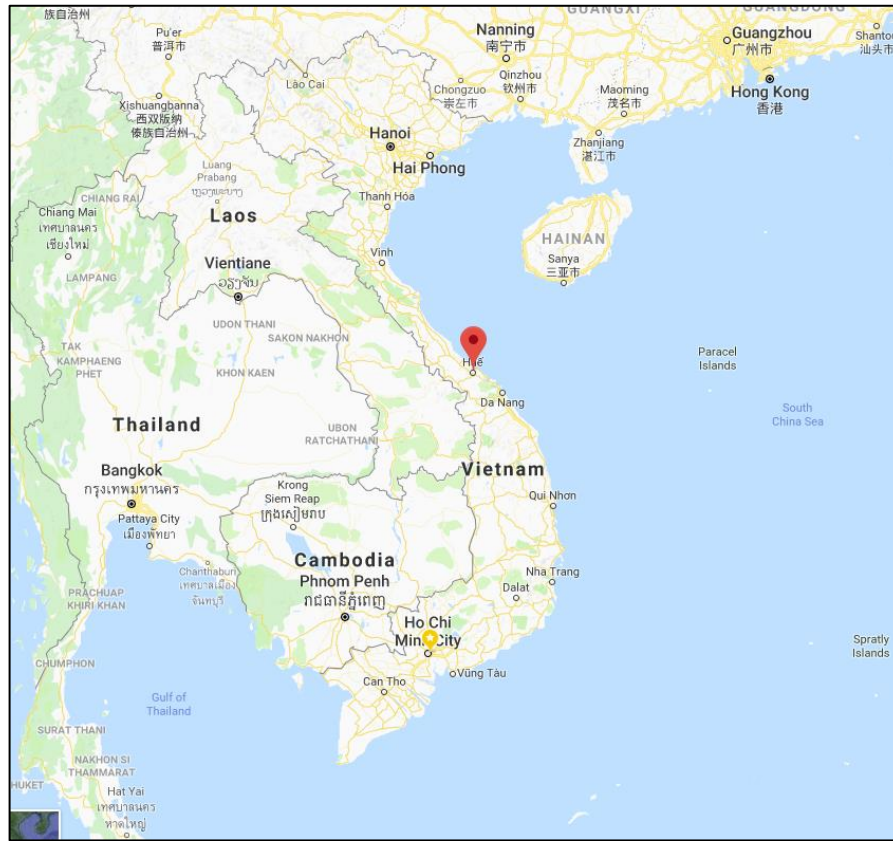
approach is an appropriate methodology to examine phenomenon that is context dependent (Scholz & Tietje, 2002; Willis et al., 2007).

The decision to choose a single case study allows for a more detailed description of the phenomenon from various perspectives (Eisenhardt & Graebner, 2007; Siggelkow, 2007). Moreover, the case chosen can be referred to as a *common case* which allows the researcher “to capture the circumstances and conditions of an everyday situation” (Yin, 2014, p. 52). Thuy Bieu village represents a reasonable example of a peri-urban agriculture-based locality in Vietnam that provides agritourism services and products and where the impacts of agritourism development can be observed in a local community setting. Thus, the investigation of this case helps to answer the research questions of the study and shed light on the agritourism network and its impacts on local development.

Located 7 km west from the city centre, Thuy Bieu is administratively a ward of Hue city (Fig. 3.1 & 3.2); however, it is more commonly known as a village. The village covers an area of 6.69 km<sup>2</sup> and is home to more than 10,406 residents in 2627 households, of which 1500 households are employed in the agriculture sector (Thua Thien Hue [portal], 2018). It is commonly believed that Thuy Bieu is the cradle of Hue culture. Situated on the Perfume riverbank, the village is close to many cultural and natural attractions, including the Literature Temple, Martial Temple and Thien Mu Pagoda, the iconic symbol of Hue. Moreover, Thuy Bieu is famous for its year-round green orchards with various kinds of delicious fruits, such as jackfruit, Rambai fruit, longan, banana, and pineapple. All these attributes have attracted thousands of domestic and international tourist arrivals to the village on a regular basis in recent years. The agritourism services and products offered by the villagers, most of whom are farmers, include homestay in a farmer’s place, orchard visits, meal provision, cooking classes and agricultural festivals (Pomelo Festival).



**Figure 3.1 The location of Hue within Vietnam**



**Figure 3.2 Map of Thuy Bieu village within Hue**



*Note:* Adapted from Google Maps.

Among the tropical fruits grown in Thuy Bieu, pomelo stands out as being iconic to the region. The fruit's taste, fragrance and origin stories make it so special that it is granted a trademark, registered under the name of "Hue pomelo". While agricultural land occupies one-third of the village area, more than half of the agricultural land (151 hectares) is dedicated for pomelo orchards, making Thuy Bieu the largest pomelo producer in Thua Thien Hue province and, indeed, in Vietnam. The importance of this fruit is also reflected in the number of households engaging in this type of horticulture – 800 out of the 2,627 households in the village are pomelo producers (Thua Thien Hue [portal], 2018). Given the importance of the fruit, a "Pomelo Festival" has been held in recent years to promote the agricultural produce and attract more visitors to the village.

### **3.2. Research ethics**

Since the research involves human participants, it is imperative to take into account ethical considerations concerning "permission, confidentiality, participation, researcher relationship, and transparency" (Tracy, 2020, p. 87). In order to adhere to the ethical principles of Auckland University of Technology (AUT), the researcher applied for and received approval from the AUT Ethics Committee (AUTEC) on 3 April 2019 (Ethics Application Number 19/80; see Appendix 1).

The research was designed to ensure that the participants were respected and their rights protected. The participants received a participant information sheet (Appendices 2 and 3) and consent form (Appendices 4 and 5) either via email or as a hard copy in the cases when the researcher approached local residents in person to invite them to participate. The simple explanation in the consent forms of the research purpose, procedures and expected outcomes kept the participants clearly informed of the research project and their rights and benefits. The interview guideline allowed all participants to contribute to the research in a way that they were comfortable with. Participation in the interview was voluntary and the consent process fully informed and transparent. Participants were able to withdraw from the research at any time. Moreover, the researcher was always willing to answer any research-related questions from the participants before, during and after the interviews. The information provided by the participants was used reasonably and carefully in order not to threaten the participants' rights and benefits.

Creswell (2014) suggests researchers anticipate any social and cultural differences in the participants and respect contextual dimensions. As a Vietnamese native who was born, grew up and had lived and worked in Hue, the researcher has a very good local understanding of the social and cultural context of the participants. This gave her an advantage in building rapport with local residents in the village and other related stakeholders. At the same time, the researcher did not have any close connections to the village itself before the work began, meaning she was able to avoid some of the challenges that can come from being an “insider” in community-focused research (Spradley, 1980; Tracy, 2020).

To protect their identity and information, the researcher abbreviated the participants’ names during the data analysis and write-up phases. Furthermore, the fact that these two phases took place in New Zealand created a certain amount of space and time distance from the data collection in the case setting, allowing the researcher to look at the case study from a broader perspective (Nguyen, 2015).

### **3.3. Research process**

#### ***3.3.1. Pre-fieldwork research***

As a citizen living in Hue city, the researcher had visited Thuy Bieu village for recreational purposes twice prior to January 2018. On these occasions, she had spoken to some local residents, both those who provided the tourism services during her visits and farmers who purely practised agricultural work and were not involved in agritourism. These brief conversations, coupled with a passion for agritourism, triggered the researcher’s interest in learning more about tourism practices in the village, especially the stakeholders forming the tourism network and playing important roles in the tourism development of the community. Moreover, these visits and verbal discussions provided a sense of familiarity in terms of space and local knowledge when choosing that particular village for the case study.

In addition to previous experiences in the village, the researcher also consulted with a leader in tourism research in Hue, Associate Professor Bui Thi Tam from the School of Hospitality and

Tourism (Hue University), to have a better understanding of current agritourism practices in Thuy Bieu village. Associate Professor Bui discussed the benefits and challenges of choosing Thuy Bieu as a case study and provided suggestions to overcome potential difficulties during fieldwork. Her suggestions emphasised the terminologies to be used when interviewing the participants in the specific context of the village and the depth of data needed to achieve the research objectives. All her suggestions were considered when writing up the research proposal and designing the research tools for data collection.

Prior to data collection, a review of secondary data was conducted to furnish the researcher with background on the village's history, its basic facts and figures, and any information about requirements and rules of the community that might affect the researcher and research process (Tracy, 2020). Secondary data sources consisted of information from VNAT, the Thua Thien Hue web portal, the website of Thuy Bieu ward and local online newspapers. The researcher also contacted local advisors to build up a network of contacts with prospective participants of the research. These preparatory steps helped the researcher to gain an overview of the phenomenon in question, design interview questions, and prepare for the data collection stage.

### ***3.3.2. Fieldwork design and data collection methods***

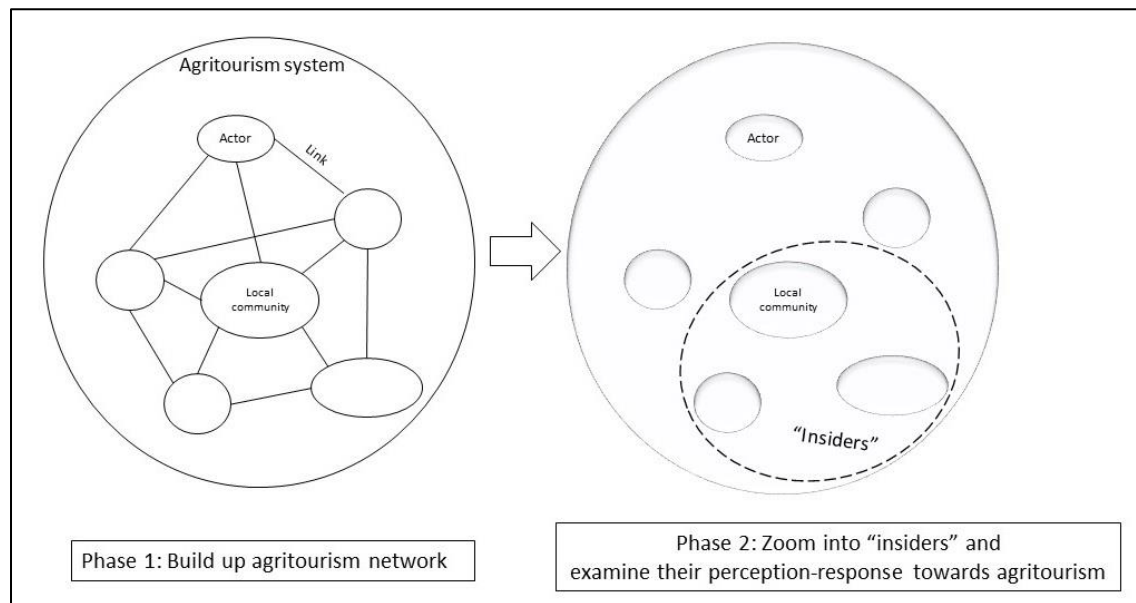
As Tracy (2020) suggests, “[F]ieldwork is among the most adventurous and exhilarating aspects of qualitative research” (p. 130). It is a process enabling the researchers to “share first-hand the environment, problems, background, language, rituals, and social relations” (Van Maanen, 2011, p. 3) of the studied group in order to gain a rich and complex understanding of the local culture. By experiencing the phenomenon on site, interacting with real people, asking them questions, and collecting documents from relevant stakeholders, researchers generate understanding and knowledge about the subject in question.

The fieldwork in Thuy Bieu village took place over three months, from July to September 2019. This period was chosen because it is the peak tourist season for the case study but it also avoids the monsoon in Hue when rain and floods might adversely affect the research process (Nguyen, 2015).

The fieldwork was structured into two phases which complement each other and together accomplish the research objectives. The primary data collected in Phase 1 serves directly as evidence to answer the research questions for the first objective while that gathered in Phase 2 is critical for the second objective. The last objective is met through the whole process of conducting the research, analysing the data and writing up the thesis.

Phase 1 is a prerequisite for Phase 2, serving as a sample filter to recruit participants for Phase 2. While Phase 1 aims to cover all related stakeholders of agritourism in Thuy Bieu, Phase 2 focuses only on those who are local residents of the village. In fact, one of the critical questions in Phase 1 is whether the interviewee resides in Thuy Bieu village. Those whose residence is within the village are referred to as “insiders” in Phase 2 (Fig. 3.3).

**Figure 3.3 Two-phase research process**



Both phases featured interview and observation as the main data collection methods and utilised the snowball sampling technique. The differences between the two phases range from the types of interview, the interview questions used, the sample and the participants, to the mixture of different roles played by the researcher when it came to observation. The specification of each phase is presented in the following section.

An interview is a guided question-answer conversation, or as Brinkmann and Kvale (2015) put it, an “inter-change of views between two persons conversing about a theme of mutual interest” (p. 4). In this study, all the interviews were conducted one-on-one to accommodate considerations of privacy and the comfort of the interviewees. Recordings were made, where agreed with the interviewees, and notes were taken in all settings.

A qualitative interview provides opportunities for mutual understanding, explanation and reflection between the researcher and interviewee. The interview elucidates viewpoints and lived experience from the interviewee’s perspective. From these answers, meaning is created between the interviewee and their material surroundings, the interview is an active embodied process where people co-create stories and get to know others, themselves and the world. Thus, there is a need for researchers to critically reflect on identity, role and subjectivities in order not to influence the research process and its results (King & Horrocks, 2010).

Semi-structured interviews were used in both phases. A semi-structured approach gives flexibility to gain a deeper understanding of the necessary aspects while still covering essential questions that need to be asked (Rubin & Rubin, 2011; Turner, 2010). The approach gives participants a chance to share their experiences through open-ended questions (Dearnley, 2005). With flexible questions and probes, this less-structured interview guide aims to stimulate discussion and encourages interviewers to listen, adapt to ever-changing situations, and let the interviewees’ complex viewpoints be heard without any constraint. This approach is likely to reveal not only the content of an answer but also the interviewee’s behaviours or emotions that go with their answer (Tracy, 2020). This approach helps researchers to learn what participants believe to be the most interesting and important thing so they can give more focus on those meaningful topics.

Because this study covers a variety of different stakeholders with different backgrounds and profiles, wording questions to suit different audiences is a matter of utmost importance. The interview questions were drafted to ensure they were simple, jargon-free and attended directly to the knowledge and interest of the research participants.

Semi-structured interviews require researchers to thoroughly understand the research goals and know the relevant literature so they can probe effectively. A good interviewer also needs to have empathy and inter-personal skills in order to adapt to the participants' emotions while keeping the conversation on track (Tracy, 2020).

Throughout the data collection stage, a combination of snowballing techniques and maximum variation sampling was adopted to identify and select relevant stakeholders and participants for the study. In *snowballing*, researchers first identify several participants who might fit the study's criteria, and then ask these people to suggest other potential participants; for example, a friend, colleague or family member. While the snowball technique provides researchers with suggestions for future participants, it may also skew to one specific group or demographic as participants tend to suggest others within their networks who may share similarities (Hennink et al., 2011) and so this is where the *maximum variation sample* comes into play. This form of sampling involves researchers accessing a range of participants who will represent a wide variation of the phenomenon under study, which helps to eliminate the exclusion of usually marginalised data. Thus, the *purposeful sampling technique* used in this study consisted of first recruiting a small number of participants who represented a maximum variation, and then generating several snowballs from that diverse initial sample (Tracy, 2020).

When it comes to sample size, the gold standard of saturation was applied in both phases. *Saturation* is reached when new information adds little or nothing to the emerging findings in the data collection and analysis processes. While each phase had its specific number of participants, both samples surpassed the range of 10–12 participants, which is argued by many authors to be the adequate and sufficient number of interviews that can lead to saturation in qualitative research (Ali & Frew, 2014).

As one of the key data collection tools in qualitative research, *observation* is a method enabling researchers to use their senses to examine people in natural settings. While some researchers draw a simple distinction between direct and participant observations (Yin, 2014), others usually distinguish four categories based on the role researchers play in the participatory process: complete

participant, participant as observer, observer as participant and complete observer (Gold, 1958; Spradley, 1980). In this study, the researcher adopted the first two roles when it came to observation.

Data collected from observation in the field were first represented in the form of unprocessed notations, or raw records such as jottings (Emerson et al., 2011) or scratch notes (Sanjek, 1990). They were then drafted into (formal) field notes which “serve to narrate, synthesise, and interpret practices and actions in the field, offering creative depictions of the data collected consciously and coherently” (Tracy, 2020, p. 137). The researcher wrote the field notes as soon as possible after the visit to the field, usually on the same day. Another important part of field note is any analytic reflections the researcher had in the field; for example, the researcher’s emotions, reactions and interpretations were all recorded. The field notes were not only about “Who?” “What?” “Where?” and “When?” but also included “How does it make me feel?”, “Why?”, “How might it relate to the research questions?” and “What’s next?”. This information is invaluable during the data analysis phase as it provides broader context.

All the data collected during both phases, including field notes, secondary data obtained through key stakeholders and visual data generated from mapping, were digitally recorded. MS Word and PowerPoint were used to facilitate the storage and analysis of the collected data. As a measure of privacy protection for the participants, the thesis uses only their abbreviated instead of full name in the data analysis and write-up processes. For example, if there were a participant called Mr Nguyen Van Hoa then he would be abbreviated to Mr NVH for the analysis, and likewise, if there were a company called the Hanh Phuc Company, it would be abbreviated to HP Company.

### ***3.3.3. Phase 1: Agritourism stakeholder network – Methods and participants***

At the beginning of the fieldwork, the researcher made three visits to Thuy Bieu village to familiarise herself with the surroundings of the case. These visits offered her the opportunity to attune to the surroundings, discover the village’s history, and have a clearer idea how to best approach the research. As a result of these visits, the researcher drew a visual map of the scene (Fig. 3.4) and took note of scene-related details, such as visual placements, the weather, smells and her own feelings. Initial



reactions to the researcher from local people and potential participants met during spontaneous encounters were also recorded as this information can serve as helpful data later in the recruitment and interview stages.

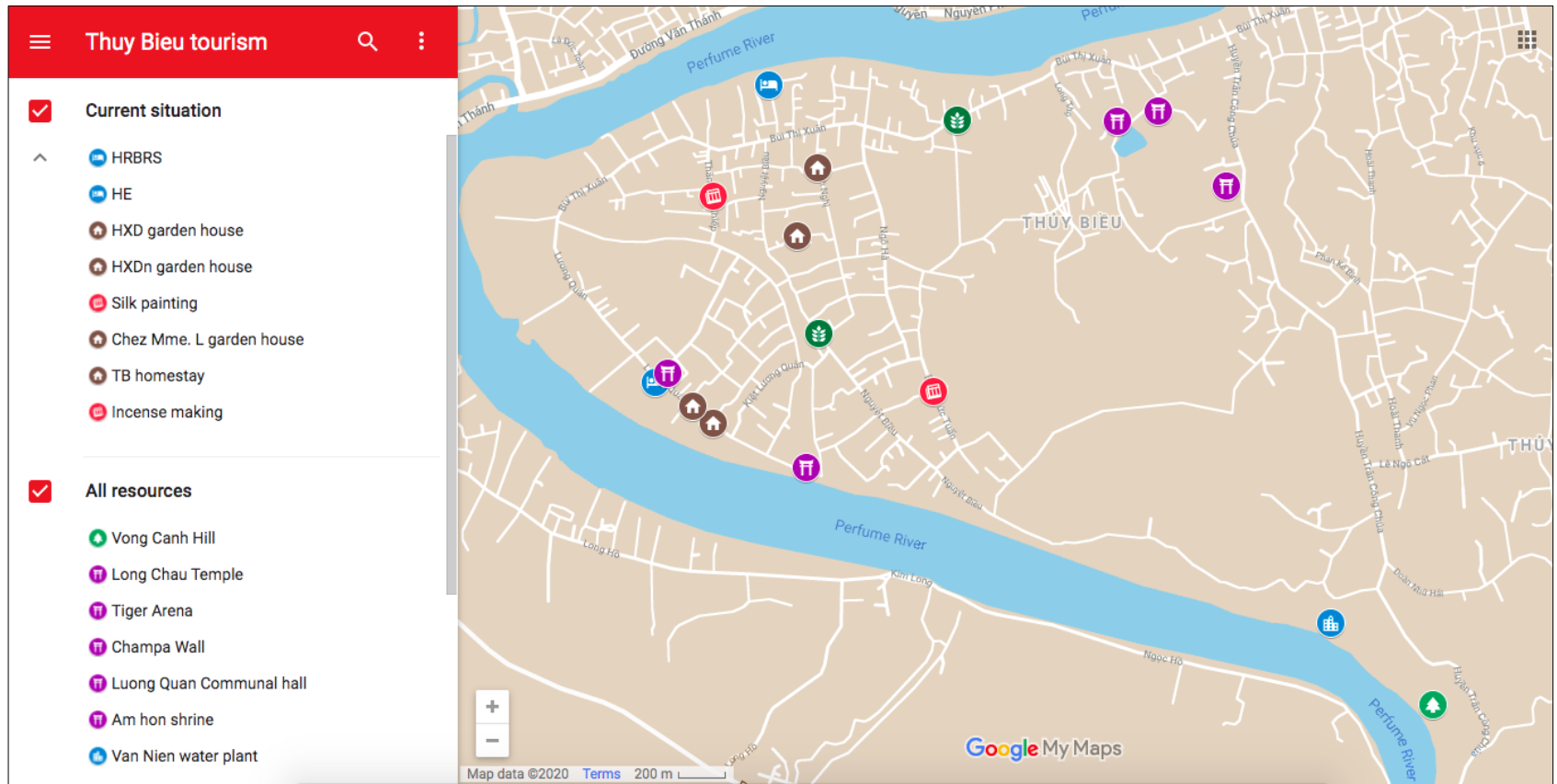
The researcher was accompanied during the visits by a friend, a tour guide who had experience working in the area. The friend also facilitated introductions to local service providers whom she had worked with. This act of direct reference using a friend's network significantly eased the way for the researcher to seek research access to the site.

Following these familiarisation visits, the researcher started the one-to-one interviewing process, with the core aim of identifying key stakeholders in the agritourism network and understand the interrelationships between them. The interviews also sought suggestions for network improvement. Throughout the interviews, the participants provided their opinions, motivations and experiences concerning the practice of agritourism in Thuy Bieu.

Interviews proved to be a suitable tool to reveal the specific vocabulary and language used by stakeholders and why they employed such terms. For example, various terms were used by different participants to describe visitor activities in the village, including community-based tourism, eco-tourism, green tourism and agricultural tourism.

This interview method is also valuable in providing information and background on issues that cannot be observed or past events that are not accessible to researchers. In this case, although the fieldwork was conducted in a year without the Pomelo Festival, the researcher could still access necessary data about this event thanks to the interviews with local officers who had kept key information. During conversations with the interviewees, the researcher also had the opportunity to bring up hearsay or observations and ask for verification or an explanation based on the participant's knowledge or expertise.

**Figure 3.4 Map of Thuy Bieu Village**



*Note:* Adapted from Google Maps.

The interviews conducted in Phase 1 can be categorised into two groups: informant and respondent (Tracy, 2020). *Informant interview participants* are often experienced insiders, veterans, key connectors within the scene. In this case, the researcher conducted informant interviews with three participants:

- (1) the gatekeeper of the community – the president of People’s Committee of Thuy Bieu ward – for an overview and local knowledge of the community
- (2) a veteran of tourism practice in Thuy Bieu village – the general manager of HT Company – for industry insight, and
- (3) a local resident who plays two different roles in agritourism practice; namely, as a staff member of a tourism business in Thuy Bieu and as a farmer providing a pick-your-own pomelo service.

The researcher conducted three interviews with each of these three participants. While the first interview with each was dedicated to obtaining an overview of the current situation and the participants’ opinions about the network, the second and third interviews were to help to build up the researcher’s network with referred participants and to ask for clarification or confirmation concerning the field observations or any questions from the researcher that might be within the participants’ knowledge and expertise. The researcher is very grateful to these passionate and kind key informants. Since they knew her research would benefit tourism development in the village, the participants were always supportive and willing to offer help whenever she needed. Frequent communication via social media and text message was also maintained with these three key informants during the fieldwork.

The second group of interviews were with the stakeholders in the *respondent* grouping. In their interviews, the participants shared knowledge about their own experiences, motivations and behaviours. The fact that these participants speak primarily of and for themselves distinguishes them from the informant group, who have a unique depth and breadth of expertise and experience and are more confident and articulate in sharing their opinions.

The original target sample for this phase was 14 interviewees but the final total grew to 37. This enabled the researcher to cover all possible groups of stakeholders and to create a comprehensive

picture of the network. While the researcher did her best to learn about the phenomenon and the case through desk research (literature review, textual analysis), the fieldwork proved to be an eye-opening and rewarding experience which opened more perspectives and gave enriching insights that could not have been accomplished by research conducted at a distance. The full list of interviewees is shown in Table 3.1.

**Table 3.1 The list of interviewees in Phase 1**

	<b>Stakeholder grouping</b>	<b>Interviewee details</b>	<b>Number of interviewees</b>
1	Higher-level authority	Representatives of Provincial Tourism Department	2
2	Educational institute	Lecturers at Hue College of Tourism involved in a tourism training programme for local people	2
3	NGOs	Director and staff of NGO2 Hue, a Japanese NGO	3
4	Tourist company	General manager and staff of TB Homestay, a member of HT Company	4
5	Tour guide	Those who had experience working in the Thuy Bieu area	3
6	Local authority	Officers of the People's Committee of Thuy Bieu Ward and its supporting units (Farmers' Association and Women's Association)	4
7	Agricultural cooperative	Director and member of Thuy Bieu Agricultural Cooperative	2
8	Agritourism farmers	Local people who are tourism service providers	6
9	Casual staff	A local person employed by agritourism farmers on a casual basis	1
10	Local artisans	Those involved in tourism services	2
11	Agritourists	Visitors to Thuy Bieu whom the researcher encountered and interviewed during fieldwork - domestic - international	3 5
TOTAL			<b>37</b>

Initially, the researcher had planned to integrate name generator and visual mapping activities as SNA techniques into the interviewing process. The name generator activity helps respondents to elicit the names of people with whom they have connections, based on their subjective and mental

representations of the key constituting attributes of their personal network (Burt, 1997; Henneberg et al., 2006). Given the chance that they may forget weak contacts, the use of a visual network mapping technique can help participants to visualise all related contacts in their network, in order not to miss the weak connections, thus coming up with the most comprehensive system possible (Henneberg et al., 2006). This activity required the researcher to provide the participants with paper, sticky notes and pens, before asking them to name actors in their network and then manually put them in the visual network map. However, this approach proved to be not very efficient and even not feasible in some cases for a number of reasons. While visual mapping activity is considered to be simple and easy (Schepis, 2011), when the researcher showed up in the interview place with the necessary tools to conduct this activity (a large piece of paper, sticky notes and coloured pens) and then arranged them on the table, some of the participants became guarded, feeling that the process was too complicated and serious. Though the participants had been informed of the process beforehand in the invitation letter and had agreed to join, in practice, they still seemed confused with the activity. Another reason for the later decision to exclude these techniques is that most of the participants were uncomfortable with the name generator game. Vietnamese people in general and Hue residents in particular can be quite reserved when it comes to sharing information about their business matters, especially their professional or personal networks. Asking them to list the name of their co-workers or partners is just too sensitive. Moreover, putting these names on the map would be time-consuming as some of the participants found it challenging to visualise such complex networks. Therefore, after two trials that were not very fruitful, the researcher decided to switch to a pure interview with carefully worded questions that would allow the participants to reveal stakeholders in their network in a more comfortable manner.

In addition to interviews, observations were another key tool for the data collection. The researcher played two main roles in this phase: a participant as observer and a complete participant. The specific application of each role depended on the accessibility of the stakeholders, as shown in Table 3.2.

**Table 3.2 Data collection method used for each agritourism activity in Thuy Bieu**

	<b>Service</b>	<b>Service provider</b>	<b>Method</b>
1	Thuy Bieu Tour	TB Homestay	Interview, participant as observer
		Mr HXD	Interview, participant as observer
		Chez Mme L	Interview, participant as observer
2	Accommodation	HE	Complete participant
		HRBRS	Complete participant
3	PYO pomelo	Mrs PL	Interview, complete participant
4	Pomelo Festival	Local authority	Interview
5	Visit the producers	NGO2	Interview, complete participant

For those service providers who agreed to participate in the interview, the researcher gently ramped up inquiries for additional interactions and mostly succeeded. At the end of the interviews, the researcher often asked for permission to frequent the service providers' houses to observe and gain more insight into agritourism in practice. In such cases, the researcher played the role of a "participant as observer" (Gold, 1958, p. 220), also known as "active participant" (Spradley, 1980, p. 60). The researcher became an active member of the business or household engaging in the service provision to the tourists, helping with preparing the food, joining the sightseeing tour, welcoming the tourists to the place, interpreting for the hosts, or chatting with the tourists. In such instances, the researcher's role was overt since she was given the permission from, and introduced to the tourists by, the local hosts. The researcher's membership is unbound by any formal norms so she could opt in and out in order to take field notes. This close involvement in the actual practice of an agritourism activity helped to reveal more stakeholders and the relationship or connection between them as well as helping the researcher to better understand the participants' values and experiences. The researcher did her best to build and maintain the trust of the hosts in order to succeed as a play participant on the

scene. The researcher also joined TB Homestay to visit and offer gifts to a local school for students with special needs as part of their corporate social responsibility activities in the host community.

The researcher played the complete participant (Gold, 1958; Spradley, 1980) role on occasions when she could not reach the stakeholders at that business for an interview or when she felt a need to get a better sense of the phenomenon or activity by experiencing it herself. This type of observation enables researchers to perceive reality from the perspective of an insider, providing invaluable information to produce an accurate image of the phenomenon (Yin, 2014). For example, the researcher assumed the role of an agritourist enjoying the dining service at the two accommodation businesses in Thuy Bieu since she could not interview the related stakeholders at these places, despite making considerable effort to reach out to them. As for the PYO pomelo activity and the “visit the producers” tour, being an agritourist experiencing the service gave the researcher the opportunity to get to know more actors in the network as well as learning about the perspectives of other tourists joining the tour. The data gained from being a complete participant proved to be an invaluable dimension of the triangulation process.

While the original plan was to use the SNA techniques as a data collection method integrated into the interview, they instead became data analysis tools with the researcher doing the visual mapping of stakeholder networks herself after the interviews had finished. This strategy adaption allowed the researcher to devote as much time as needed to conduct the mapping activity without the time constraint of a set interview schedule. Visual mapping of the stakeholder networks after the interviews also gave the researcher a more comprehensive perspective because she could refer not only to the responses of the interviewee but also to her field notes and personal reflections. Using data from such wide-ranging sources enabled the researcher to build up a complete and holistic network.

#### ***3.3.4. Phase 2: Local perception – Methods and participants***

After the first phase had been completed and the agritourism stakeholders were revealed, the second phase focused on eliciting the perceptions and responses of the insiders towards the agritourism

impacts on local development. By *insiders*, the research refers to actors whose home is within Thuy Bieu village, the “coalface” at which agritourism takes place. The analysis of data obtained in Phase 1 revealed eight groups of insiders: the local authority, an agricultural cooperative, agritourism farmers, casual staff, local artisans, a local produce supplier, a local passer-by, and other locals (see Table 3.3). The first five groups were included in Phase 1 and have already been defined in Table 3.1, whereas the last three groups emerged from the responses of the interviewees as related partners or stakeholders in their networks. The local produce supplier is a group of local people who supply agricultural produce for the tourism service providers/agritourism farmers; local passer-by refers to a group of local people who come across tourists and might have some brief informal interaction with them in the village; and “other locals” relates to the rest of community, those who do not belong to any of the aforementioned insider groups.

**Table 3.3 List of interviewees in Phase 2**

	Groups of insiders	Number of interviewees	Interview type
1	Local authority	4	In-depth interview
2	Agricultural cooperative	2	
3	Agritourism farmers	6	
4	Casual staff	1	
5	Local artisans	2	
6	Other locals	2	Informal interview
		4	
7	Local passer-by	3	
8	Local produce supplier	1	
TOTAL		25	

For the interviewees in Phase 1 who answered yes to the question: “Are you local residents of Thuy Bieu village?”, the researcher offered the opportunity to extend the current interview or



arrange another meeting to discuss their perceptions of agritourism in more detail. Fortunately, all agreed to participate in Phase 2. Some also helped with the snowballing technique by referring new participants for interviewing.

In-depth interviews, incorporating open questions followed by follow-up prompts, were adopted in this phase to shed light on the participants' demographic attributes, their perceptions of agritourism impacts on their home space and their subsequent responses towards agritourists and agritourism practices. It was also important to see how local residents' reactions to agritourists and agritourism might be explained by the way they perceive the impacts of agritourism on community development and whether or not they consider this form of tourism to be an effective tool for sustainable local development. This method of face-to-face interviews provided the researcher the opportunity to create rapport with the research participants and collect not only verbal but also non-verbal data (facial expression, emotions). While answering the questions, the interviewees also told stories and provided anecdotes, which frame the way they understand the world and provide explanations and justifications for their actions and opinions.

Besides in-depth interview with the participants, the researcher also actively used *ethnographic interview techniques* (Spradley, 1979). Ethnographic interviewing refers to informal interviews with local people encountered spontaneously during the research. This type of interview usually occurs in the field and can be seen as a casual exchange of remarks. Despite it being unplanned, less structured and often of a shorter duration, this data collection method generated considerable valuable data for the researcher. The researcher tried to be unbiased, avoiding any judgement or presuppositions, and staying open to new and unexpected findings; that is, taking what Brinkmann and Kvale (2015) describe as a *deliberate naivete stance*.

Given the satisfactory outcome of the frequent visits to the agritourism hosts and her participation in activities with the tourists in Thuy Bieu in Phase 1, the researcher decided to extend the timeline of this observation method through to Phase 2. While the main objective of this tool in Phase 1 was to reveal the stakeholders and links of the agritourism tourism network, the method was

used in Phase 2 is to gain insight to the behavioural reactions of local people towards tourists during their interactions (both intentional and unintentional).

## **CHAPTER 4: THE CASE STUDY – Thuy Bieu**

This chapter provides a description of Thuy Bieu village in order to provide a better understanding of the research background. The chapter begins by outlining the geographic, historic, political and demographic characteristics of the area as a context behind the two important economic sectors of the local community: agriculture and tourism. The chapter then explores how the pomelo fruit has become an integral part of the village's identity. The chapter lastly discusses the development and practice of tourism in the area and shines a light on the agritourism product portfolio currently offered in Thuy Bieu.

### **4.1. Overview of the study area**

#### ***4.1.1. Geographical characteristics***

Located 7 km from the city centre, Thuy Bieu is an urban administrative unit of Hue city, yet has the look and feel of a peaceful village. Also referred to as a hidden gem of the city, Thuy Bieu is well known for its rustic charm and lush green landscape made up of expansive gardens and hundred-year-old ancient houses. It is also home to a unique species of pomelo that possesses a very special taste and fragrance.

Thuy Bieu village was unified from two ancient villages, Nguyet Bieu and Luong Quan. The current name of the village has a significant meaning: Thuy means water and Bieu is bottle, so the name means a “bottle of water”. The name derives from the village's position by the Perfume River. If seen from above, the village looks like a peninsula surrounded by the river, or a piece of green land amid a bottle of water.

The village has a poetic location on the Perfume River; it is said that no other place in the city allows contemplation of the Perfume River from so many beautiful perspectives. As the village faces Thien Mu pagoda and the Temple of Literature, its riverbank offers the best spot to view these iconic places from afar. Thuy Bieu is also home to Vong Canh Hill, literally meaning the Outlook Hill, which gives a perfect panoramic view over the Perfume River and is especially stunning at

sunset. This ideal geographic location and its natural attractions make favourable tourism development conditions for the village.

The village's location is also very important to its agricultural practice. Given that two-thirds of its perimeter is surrounded by the river, fluvial deposits play a key role in keeping the soil fertile for cultivation, especially when floods occur during the monsoon. The village's position close to the water also facilitates the irrigation of the crops. Agricultural land, from which rice, vegetables, flowers and fruits are produced all year round, occupies almost one-third (207 ha) of the village's total area (669 ha).

#### ***4.1.2. Historical characteristics***

According to historical records, Nguyet Bieu village existed before 1553 and Luong Quan village was formed shortly afterward ("Thuy Bieu village", n.d.). These two ancient villages have been well known since the early days of the Nguyen Dynasty. The villages were situated in a prominent location of the capital and contained important national facilities such as the Royal Mint and the Naval base. While these historical structures are long gone, the village still retains many invaluable historic remains such as the Tigers Arena, the Village Hall and a handful of Zen houses which used to be the residences of mandarins or royal families.

The most famous structure is the Tigers Arena, which was built 183 years ago. This Roman style arena is unique in Asia. Under the Nguyen Dynasty, it used to be a tiger cage and an arena for battles between tigers and elephants, which were offered as sacrifices to the gods, providing entertainment for the Emperor, mandarins and local people. The arena still retains some of its original appearance and has become a must-see attraction for visitors to the area.

Another attraction in the village is Luong Quan Village Hall. This century-old structure is made from numerous wooden pillars decorated with carvings of clouds and flowers. The hall has considerable cultural significance: in the past, it was used by villagers to gather and discuss communal matters, hold ceremonies to show respect to the gods and to celebrate after the harvest season. Recognised as a cultural heritage attraction by Thua Thien Hue People's Committee since 2019, the

village hall is representative of the sense of community within the village as well as the pride that local residents take in their glorious local history and traditions. Many precious antiques are well kept in the hall and annual ceremonies are taken place to honor the founders of the village.

Thuy Bieu also boasts a handful of garden houses, which reflect the typical architecture of Hue. In the past, the area of Thuy Bieu was very sought-after for its prosperous development and favourable natural conditions and was thus reserved only for aristocracy or royalty. These mandarins or royal family members were awarded or assigned with vast fertile land on the riverbank where they built their residences. The fact that generations of Hue people have lived in these garden houses makes them an inseparable part of Hue's historical and cultural heritage.

#### ***4.1.3. Political and demographic characteristics***

Also referred to as institutional factors, the political characteristics of a community (i.e., its regulations and policies) have a significant impact on the practice of agritourism through, for example, development programmes and incentives for local people (Clemens, 2004). Vietnam has a “top-down” political system with the National Assembly being “the highest organ of state power” (VNA, 1992). As the executive organ of the National Assembly, the Central Government is the supreme state administrative agency of Vietnam. At the central level, ministries such as the Ministry of Culture, Sport and Tourism, Ministry of Agriculture and Rural development, Ministry of Labor – Invalids and Social Affairs, etc. are the main bodies responsible for management of various national affairs. Government agencies assist ministries in specific sectors. For example, under the Ministry of Culture, Sport and Tourism, the Vietnam National Administration of Tourism (VNAT) plays a crucial role in managing tourist operations and activities throughout the country.

At the local level, Vietnam is administratively divided into three tiers. In this case, Thuy Bieu is a ward (3rd tier) of Hue city (2nd tier) which is part of Thua Thien Hue province (1st tier). At each tier, there is local government structure with affiliated units. At the first tier, the Provincial People's Committee (PPC) is the executive agency of the Provincial People's Council and the State administrative agency at the local level. Under the supervision of the PPC, there are specialised

departments functioning as the state management agency on local sectors and affairs as regulated in law, such as the Department of Tourism, Department of Agriculture and Rural Development, Department of Labour, Invalids and Social Affairs. Similarly, at the second tier, there is the Hue City People's Committee along with its affiliated units such as the Hue Monuments Conservation Centre, Hue Tourist Information Centre, Hue Festival Centre, and so forth.

At the third tier, the People's Committee of Thuy Bieu commune is responsible for executing and carrying out State management. Under the Committee, there are also supporting units; for example, the Farmer's Association, Thuy Bieu Agricultural Cooperative, and Women's Association. The People's Committee of Thuy Bieu commune represents the "coal face" in terms of efforts to contact and work with local residents.

As part of Hue city and Thua Thien Hue province, Thuy Bieu commune also follows the common development perspective and objectives proposed by the provincial authority. According to this development guidance, tourism and services are planned to become a key economic sector of the whole province (Provincial Tourism Department, 2013). From a development perspective, tourism is considered to be a comprehensive, inter-regional and inter-sectoral economic sector. Therefore, the tourism development of any locality should align with that of the province, which is in close relationship with tourism practices in other neighbouring provinces of the North Central region and Central Coast region of the country. It is also imperative to handle properly the relationships between tourism, industrial and agricultural development and to associate practices with culture and environmental protection.

As stated in resolutions of provincial authority meetings or guidance documents, sustainability is seen as key to tourism development of the whole province (Provincial Tourism Department, 2019). In terms of tourism development in Thua Thien Hue province in general, and Thuy Bieu commune in particular, the following key concepts need to be considered: sustainable tourism, community-based tourism, and the One village, One product (OVOP) model.

Currently Hue has been encouraging the implementation of sustainable tourism processes through a community-based tourism (CBT) model in which tourist destinations are managed by the

local community and local people (Hoang, 2019). At a provincial level, the CBT model is proposed to be the most appropriate method for promoting sustainable tourism as well as a community development tool to build the capacity of the local community in managing tourism resources with the participation of the people (Provincial Tourism Department, 2013).

There are several types of tourism that have similar characteristics and are suitable for CBT in the province; these include eco-tourism, indigenous tourism, rural tourism, agritourism, cultural tourism and pro-poor tourism. Examples of such practices are prevalent throughout the country, such as indigenous tourism in Thon Doi (Nam Dong, Thua Thien Hue), cultural tourism in Hue city, agritourism in the vegetable village of Tra Que (Hoi An), and pro-poor tourism practice funded by the ADB in the Mekong Delta (Provincial Tourism Department, 2013). Given the strong sense of community and pride in their cultural heritage and tradition, the local authority believes that each locality in Hue city can adopt initiatives to successfully build their own brand based on their unique local assets.

The provincial master plan also introduces the concept of One Village, One Product which aims to revive the traditional economic activity of an area. According to this model, local people and villagers are to choose their unique product or asset of value to create their own competitive advantage and local brand on the national and international market. This initiative was conceptualised and successfully implemented in Japan with the green tourism practice in Ajimu (Oita) which has become an exemplar of the approach (Gartelman, 2001). The main economic sector of Ajimu is agriculture, including the cultivation of rice, grapes, vegetable, and flowers. Based on its agricultural practice, Ajimu makes farm stays its main attraction, where visitors can learn about agriculture and gain experience of rural culture and way of life. This practice not only revives the agricultural traditions of the town but also encourages exchanges between rural and urban communities. This green agritourism practice has now developed into a national network across Japan (Gartelman, 2001).

Given the guidance and development directions from the Province, there are relevant policies and projects to facilitate the local development of tourism in Thuy Bieu. In order to support the people to preserve traditional cultural identity and to enhance the image of Hue as the ancient capital, in 2017

the Provincial People's Committee launched the "Policies to support the protection and promotion of typical Hue garden houses' value" project. Under this project, four households in Thuy Bieu benefited from funding ranging from VND400 million to VND700 million to restore and embellish their garden houses.

A policy to support community tourism development in Thua Thien Hue province is of great value for villagers who intend to get involved in providing tourism services at their homes. The garden house value policy is quite comprehensive in the sense that it provides support and resources for various aspects of tourism business; namely, support for land, loan interest rate, training expenses, investment consultation, product/service promotion and tax exemptions.

Training classes, funded by the Department of Labour, Invalids and Social Affairs in cooperation with relevant universities and vocational institutes, are offered to local people on a regular basis to improve their skills as part of the local capacity-building effort. Examples of training classes include workshops on better techniques to cultivate pomelos, cooking of pomelo-made products (wine, candies, cakes), and basic tourism and hospitality skills for local tourism service providers. All these efforts are made to improve the life of the local people while preserving local culture and identity.

The population of Thuy Bieu village in 2018 comprised 2627 households, of which approximately 1500 were involved in agricultural practice (Thua Thien Hue [portal], 2018). Farmers in the village often cultivate rice and grow various fruit plants, with the Thuy Bieu pomelo being the main crop and bringing the most income. The village is also home to an organic farm funded and operated by a non-governmental organization and a high-tech melon farm owned by a city resident. People also make handicrafts (silk paintings and incense) and/or are involved in providing tourist services. In other words, agriculture and tourism services are the two main income generators of the village. In addition to those who work within the local community, a considerable number of village members work in the city centre as civil servants or in private sector jobs.

Only 52% of the commune's residents are within the workforce age (18–60 years) which is in line with the observation that the village is dealing with an ageing population (TBPC, 2012). It is



common for young people to seek work in the city centre while elderly people stay in the village, do the agricultural work, and take care of the garden, the land and the house.

#### **4.2. Pomelo as an integral part of Thuy Bieu's identity**

Thuy Bieu pomelo has been a famous specialty for hundreds of years, lauded in folklore from the time of Lord Nguyen Phuc Chu (1675–1725), the 6th Lord of the Nguyen Dynasty. One time when the Lord was cruising along the Perfume River, a lush green village on the riverside with fruit gardens caught his attention. He was curious enough to stop by and pay a visit to Nguyet Bieu and Luong Quan. The villagers were so honoured and surprised at his visit that they picked the best pomelos to offer to him. The Lord tasted the fruit, and it was so good that he finished several. He complimented the pomelo and enjoyed it so much that he issued an order for the villagers to expand the cultivation area of this special fruit. Thus, every mid-July in the lunar calendar when the harvest season comes, villagers used to select the most delicious pomelos to offer to the Lord.

Pomelo, also known as Chinese grapefruit, is a natural and non-hybrid citrus fruit native to Southeast Asia. It is mainly distributed in countries such as Thailand, Malaysia, Taiwan and Vietnam. With a thick rind and sweetish yellow flesh, the fruit is usually eaten fresh. Its pulp can be used in salads and its peel in candies.

There are numerous varieties of pomelo grown throughout Vietnam. From the north to the south, some well-known types of pomelos include Doan Hung pomelo in Phu Tho province, Dien pomelo in Hanoi, Phuc Trach pomelo in Ha Tinh province, Nam Roi pomelo and Da Xanh pomelo (pink pomelo) in the Southern Delta. In Thua Thien Hue province itself, pomelo is grown in many places, such as Thuy Bieu (Hue city), Phong Thu (Phong Dien district), Huong Van (Huong Tra town) and Duong Hoa (Huong Thuy town). Despite this diversity of varieties and cultivating areas, Thuy Bieu pomelo is considered, among specialty fruit connoisseurs of Vietnam, to be the most delicious pomelo of all the regions.

Thuy Bieu ranks first in the whole province of Thua Thien Hue in terms of cultivated area in pomelo production and has the highest fruit quality. This led to the specialty trademark of “Hue pomelo” being granted by the National Office of Intellectual Property in 2008. In 2014, Thuy Bieu

pomelo reached the “Top 50” of the most famous specialty fruits of Vietnam (Fig. 4.1), recognised by the Vietnam Book of Records based on the set of criteria of Vietnamese specialties (HPA, 2017).

**Figure 4.1 Certificate of Thuy Bieu pomelo’s record as Top 50 of Vietnamese specialty fruits**



What makes Thuy Bieu pomelo distinct from its counterparts is its characteristic gentle sweetness, small size and easy-to-peel rind. The average weight of a pomelo ranges from 0.7 kg to 1 kg. Its glossy green skin turns sunny yellow once ripened and its aromatic flesh has a semi-transparent lime or yellow color. Though Thuy Bieu pomelo is not as succulent as other types of grapefruits, it is sweeter – so sweet that there is no bitter aftertaste. Given its relative lack of succulence, the Thuy Bieu pomelo can be saved for months and its sweet and rich taste remains intact.

It is a common belief among local people that the special taste of this pomelo originates from a combination of drought, floods and rain in Hue along with the alluvial soil and fresh water of the Perfume River. Nowadays, pomelo has become a typical symbol of Hue, the ancient capital. Every lunar July, the pomelo gardens start to ripen, giving off a sweet fragrance. The harvest season lasts about two months, between lunar July and lunar August.

While there is only one harvest season, the fruit creates several other seasonal attractions for the village. In spring, the pomelo trees are covered with white fragrant clusters of flowers, which develop into many young green pomelos during the summer months. By autumn, the pomelo trees are laden with fruit. The luxuriant branches of the trees are shady over the village roads, the pomelos are dangling, swinging overhead as travelers stroll through the village, making Thuy Bieu an appealing destination for tourists. And over the winter, the trees wait for spring sunshine. It is undeniable that the tree-lined gardens of pomelos play an important role in the poetic and peaceful landscape of Thuy Bieu.

Pomelo is a delicious summer food, a dessert that is enjoyed after a warm meal, with many vitamins nourishing the body and having good health effects. It is a precious fruit, a gift of Hue people, a special product to serve tourists, and a symbolic dish of the ancient culinary culture. The pomelo is a very healthy food as it is notable for packing lots of fibre and nutrition into a low-calorie package, making it a favourite for people on a diet. According to Shoemaker (2019), pomelo has the ability to promote weight loss, boost heart health, create anti-ageing effects and fight cancer cells; it also has antibacterial and antifungal properties.

Every part of the fruit – the flesh, skin, leaves and flowers – is useable. While pomelo pulp is eaten fresh or used to make a salad, the rind can be made into candied pomelo, pomelo oil or pomelo soap, and even the inner and soft white skin located in the rind of pomelo can be used to make pomelo sweet soup. Finally, the whole fruit can be used to make pomelo wine.

Pomelo is the main crop of Thuy Bieu in terms of not only cultivated areas but also economic value. According to the president of the Farmers' Association of Thuy Bieu, each year pomelo sales bring an income of VND3 billion (equivalent to NZD2.1 million) to the villagers. Thuy Bieu is home to 151 hectares of pomelo. When the harvest season comes, wholesalers often go straight to the farmers and buy their whole pomelo crop, frequently buying in bulk from more than one producer. Pomelo is then distributed to traditional markets, roadside stalls and supermarkets.

Thuy Bieu pomelos do vary in quality. While poor quality fruit can be dry and flavorless or even inedible, the best is gently sweet and very juicy and has a very fresh citrus fragrance. Crops of

top-quality pomelo are sought after and sell out very fast to connoisseurs who have previously bought from the farmers. Pomelo lovers place orders long in advance, even one year before the harvest season. They are often people with high incomes, high living standards and a taste for healthy food, so they are willing to seek out these high-quality specialty fruits for their own use or as a gift for family and friends.

Despite such significance and value, agriculture in general and the Thuy Bieu pomelo in particular is facing various challenges that put its development or even its very existence at risk. The director of the Thuy Bieu Agricultural Cooperative reported that farmers are seeing a decrease in their agriculture-derived income due to harsher climate conditions with more droughts and extreme weather events and the fertility loss of the farmland. This forces younger people to look to the city centre for jobs and, in some cases, migrate there. Only elderly people stay in the village, doing the labour-intensive agricultural work. The ageing work force means less care of the vast pomelo gardens, which in turn leads to the degradation of agricultural production. This is a vicious cycle that puts the agriculture at risk as local residents turn their interest to so-called easier or more prolific activities, such as providing tourism services or selling their farmland.

In fact, the president of the Farmers' Association and the director of the Agricultural Cooperative sadly noted that the Thuy Bieu pomelo is now smaller with more and larger seeds. Compared with its golden age, its skin is not as glossy, its pulp less succulent, and the fruit has lost other inherent qualities. The president of the Farmers' Association explained that this is likely due, among other reasons, to the lack of fertilisation and neglect of growers. It is a cultural belief that leaving the pomelo to degenerate is a disservice to the ancestors because this fruit is considered as a one-of-a-kind gift from nature and the effort of many generations in cultivating it and passing down to the next is now being wasted.

The extreme scenario where Thuy Bieu no longer produces pomelo and the green pomelo gardens are all replaced by residential or commercial buildings is inconceivable to many in the local community. Indeed, without pomelo and agriculture, Thuy Bieu will lose its identity. And there is already evidence of other agriculture-based villages losing their paddy fields as local people turn

away from agricultural production to seek jobs in urban areas (Hanh, 2007; Thong, 2010). Koutsouris et al. (2014) also discussed the threat of non-residents coming to the area and taking advantage of benefits created by tourism development. Concern that these situations could occur in Thuy Bieu has prompted calls from various stakeholders to preserve and promote the cultivation of the pomelo in particular and agriculture more generally.

### **4.3. Tourism practice in Thuy Bieu**

#### ***4.3.1. Development of tourism***

Tourism in Thuy Bieu really began in a significant fashion in 2010, based on the positive orientation of the local authority to the sector's development and cooperation between businesses and local residents. Talking about how this initiative came about, the president of People's Committee told me a short story that is often shared among the community:

“Ten years ago, while an old villager was harvesting her cassavas in the field, a foreign visitor cycled by and saw her struggling to pull the roots of the plants out of the ground. He got off his bike, parked it on the roadside and came to help the farmer. He had so much fun helping the farmer harvest the cassavas that after it was done, he gave her one million VND. The farmer was so excited about the gifted money that she called it a day early that day, left the field and ran home happily.”

This story reflects the fact that visitors, especially international ones, are very interested in local people's way of life – the tourist wanted to know what the farmer was doing. Though his help for the farmer seemed like an act of kindness, his hands-on experience harvesting the cassava brought him such a positive experience that he was willing to gift the farmer some money. As for the farmer, that sum of money was huge and it felt just like the money had fallen from the sky. The farmer realised that she could earn supplemental income from letting visitors come to visit and assist with the farming work.

Among all the affiliated units of the local authority of Thuy Bieu, the Farmers' Association was assigned to engage with this tourism initiative more seriously in 2012. The Association was

mainly responsible for encouraging farmers to adopt tourism practices and supporting them when needed. As time passed, the local authority released their power over the tourism practice and handed it to the local residents themselves. In other words, each household or individual has the right to provide tourism service and gain all the benefit from it. The local authority now only plays the role of supporting the tourism service providers in terms of administrative guidance, suggestions and advice and skill upgrading; it does not earn any financial benefit from the practice.

Acknowledging the ideal location of Thuy Bieu commune on the Perfume River along with its natural, historical and cultural resources favorable for tourism development, some businesses, including the HRBRS, the HE, and TB Homestay, have chosen to locate their hotels in the area. With these high-quality hotels located in the area – HRBRS and HE are 4-star facilities and TB Homestay is 3-star – Thuy Bieu has more chance of being visible on the international tourism map, which helps to promote the village as a destination. In addition to accommodation businesses in the area, there are currently six households involved in providing tourism services to different extents.

Thuy Bieu was recognised as a tourist destination by Hue City People's Committee in December 2018, going under the name "Luong Quan – Nguyet Bieu garden houses". This is an official acknowledgement that the village has considerable tourism resources and the necessary infrastructure to ensure high-quality service for tourists coming to the area. Basic infrastructure and services such as convenient transport and communication, mains electricity, clean water, instruction signs and explanations at tourist spots, catering and shopping services have been invested in to meet the required standards. Given this recognition, the local authority believes that Thuy Bieu can attract more visitors, both international and domestic, while also enhancing service quality.

#### ***4.3.2. The position of Thuy Bieu in Hue's tourism product portfolio***

In his interview, a manager of the provincial Department of Tourism emphasised the importance of considering Thuy Bieu as part of the whole tourism network of Hue city and Thua Thien Hue province instead of an individual destination existing in a vacuum. It is indeed useful to look at Thuy Bieu tourism as part of a bigger network, which is especially important while targeting international

tourists. Thuy Bieu is a unit of Hue city, an ancient capital city of Vietnam. Since the ancient capital is always a highlight in any regional or national tour for international and domestic tourists, the proximate location of the village already gives it a competitive advantage.

The four must-see places in the checklist of any visitors to Hue, especially those travelling internationally, are the Imperial City, one of the many royal tombs, Thien Mu pagoda and Dong Ba market. These attractions give tourists a sense of how magnificent and prosperous the bustling ancient capital city was. But after their first day in the city centre, many tourists tend to look for a more rural place to make their experience complete – and Thuy Bieu is an ideal place to experience a real Vietnamese village of the past. Talking about how Thuy Bieu fits into a common itinerary of foreign tourists, an experienced tour guide commented:

“The first day of a common tour to visit historic highlights of the city is often tiring for tourists since the itinerary is quite crammed and it involves a lot of walking and traveling in such hot weather of Hue. Thuy Bieu is thus desired as a nice slow-paced experience for them afterward, with its beautiful nature and relaxing activities.”

As for domestic visitors, until recently Thuy Bieu was not very popular as a tourist destination, but over the last few years the media has paid more attention to the village, promoting its potential to the domestic tourist market. Domestic visitors who are keen on food quality are willing to go all the way to seek authentic Thuy Bieu pomelos from the source, given the current food safety issues in Vietnamese society. City residents eager to learn about their food and its origin is an emerging trend in domestic tourism, and these tourists are very interested in visiting farmers and the gardens where food is produced. Given its short distance from the city centre and its popularity as an agricultural hub, Thuy Bieu is attracting more and more domestic tourists to visit its vast pomelo gardens or its organic farming garden.

Given the relatively nascent stage of agritourism in Thuy Bieu, there are no official statistics on arrivals to the village. However, the local authority estimates there are more than five thousand arrivals to the village per year. International tourists account for almost 70% of the arrivals. While

there is the occasional free independent travelers (FIT), tourists on a package tour are more common in Thuy Bieu. As addressed in Nguyen (2015)'s study about another ancient village in Hue, package tours are a preferred option for most international tourists since they help to solve the language barrier between host and guest; this is also the case for Thuy Bieu.

#### ***4.3.3. Agritourism offers in Thuy Bieu***

Tourists reach Thuy Bieu by various means of transport, including bike, motorbike, car, tour bus and boat. Tourism services and activities available in the village include the Thuy Bieu Tour, the “visit the producers” tour, accommodation services, the Pomelo Festival, and the PYO pomelo activity.

The Thuy Bieu Tour includes cycling around the village, visiting traditional garden houses and handicraft producers (silk painting, incense making), joining cooking classes, having lunch, and enjoying herbal foot baths and massage. A typical sight-seeing tour starts with cycling around the village. This cycling trip is popular and the scene of tourists on their bikes in the lush green village's lanes has become a signature image that appears when the key words “Thuy Bieu”, “Thuy Bieu village”, or “Thuy Bieu Hue” are sought online with Google and other search engines. This activity offers tourists the chance to immerse themselves in the peaceful atmosphere of the village, breathe in the fresh pure air and contemplate the magnificent greenery made up of immense gardens with pomelos dangling over their heads while biking. On their ride, tourists may stop at points of interest such the village hall, the ancestral houses and the pomelo orchard on the riverbank and listen to the tour guides telling the stories behind the places.

Visiting a traditional garden house is always a highlight of the sight-seeing experience. Tourists are welcomed by the owner(s) of the garden house and given a description and explanation of its architectural and cultural characteristics while touring around the house. A common next stop is households producing handicrafts. At these places, tourists have the chance to learn about how the crafts are made, and they can try making the crafts themselves.

After the cycling tour, it is often time for tourists to treat their tiring body to a herbal foot bath or a neck-shoulder massage provided by the local residents. Though tourists are not presented



with a 5-star luxury spa experience, they enjoy this slightly rustic service tremendously as it is a chance to interact with local residents and relax in the serene and beautiful environment of Thuy Bieu. If tourists book a cooking class, they will then join in the cooking experience, guided and accompanied by a talented home cook, normally local woman. Visitors are shown how to make delicious specialty Hue food and have a hands-on experience cooking it. The experience is even more rewarding when they sit down to enjoy the food they have just made. At the end of the visit, tourists are introduced to souvenirs made from Thuy Bieu pomelo, such as pomelo jam, pomelo essence oil or pomelo wine.

Another experience that nature lovers can enjoy is the “visit the producers” tour. This tour was founded and is operated by a Japanese NGO that supports the agricultural and local development of Hue city. During this one-day trip, visitors, most of whom are Hue citizens, spend the morning visiting the organic garden. The farmers show the guests around, introduce various types of vegetables and plants, and demonstrate the organic gardening practices used in the garden. This tour is a chance for visitors to learn about where their food comes from. We see carrots, eggplants and other vegetables in the supermarket or market every day, yet we might not be able to name exactly which vegetable is which, or what a carrot plant or eggplant looks like. Normally after such informative tours around the garden, visitors are invited to have lunch made of up from organic products harvested from the garden.

Thuy Bieu is home to three eco-friendly accommodation options, ranging from a 3-star hotel to a lodge and a homestay; all offer dining and tour services. The village also hosts a pomelo festival every two years, using this gathering of pomelo producers and consumers as an opportunity to celebrate and promote both this specialty fruit and the village itself as a tourist destination. At harvest time, farmers open their doors to pomelo lovers for PYO pomelo experiences and direct sales from the garden.

#### ***4.3.4. Building a picture of the agritourism phenomenon in Thuy Bieu***

From a typology perspective, the tourism services and products currently offered in Thuy Bieu cover a wide range of the agritourism activity categories presented by Sznajder et al. (2009); for example,

agri-accommodation (hotel and homestay within an agricultural landscape), agri-food service (lunch service at local residents' places or at a restaurant with ingredients locally sourced), direct sales (pick-your-own vegetable at the organic farm or pomelos at the gardens), agritainment (visit to gardens and the Pomelo Festival) and cultural tourism (tour around the historic village).

Based on the knowledge collected from related stakeholders and observations during her fieldwork, the researcher approached the agritourism phenomenon in Thuy Bieu as a jigsaw puzzle (Fig. 4.2) which can be separated into two parts – agri-focused and tourism-focused. Each part consists of several pieces that are the agritourism activities currently practised in the village. The basis of this categorisation is the difference between the activities in terms of their aim, their target markets and their predominant component (whether agriculture or tourism).

**Figure 4.2 A complete picture of agritourism practice in Thuy Bieu**



The tourism-focused part of the puzzle comprises two pieces: the Thuy Bieu tour and accommodation services in the area. Tourism-focused activities are designed to satisfy the relaxation

and recreation needs of tourists, which in turn bring profit to the service providers. Since Thuy Bieu is located within Hue, which is a tourism hub of the country for international tourists, such activities are less focused on domestic visitors. This distinction was observed in the researcher's fieldwork and is also evident in the way these services are promoted to customers. In fact, as a tourism product, the Thuy Bieu tour is primarily marketed and sold by tour operators or travel agencies on their websites and the information is mainly in English or French. While there is no exclusion of domestic tourists from these products, it is quite evident that the marketing effort is focused on the international market.

Compared with its agri-focused counterpart, the agri-component of tourism activities is quite minor in scale, and links to the agriculture sector are not very strong. According to the typology framework of Phillip et al. (2010), the agricultural component features in the current tourism offers of Thuy Bieu to a varying extent. For example, all the accommodation service providers in the village are based on an ex-farm property, referred to as non-working farm, which means that the accommodation offered does not give tourists direct and/or authentic interaction with the agricultural practice or farmers of the village. Likewise, although the Thuy Bieu tour does involve agricultural components such as the sightseeing tour around a village with an agriculture-based context, or cooking classes, meal services, herbal foot baths and massage using agricultural produce as major ingredients/materials, the contact between visitors and agriculture in these situations remains indirect in the sense the tourists use the produce without being directly involved in the agricultural activities themselves. There is still untapped potential for the agricultural component to be emphasised in these activities so that it can improve the experience of tourists and benefit the local residents more in terms of agricultural produce sales and income.

The agri-focused part of the jigsaw features three activities: the Pomelo Festival, the pick-your-own activity and the "visit the producers" experience. In line with their agri-focused characteristic, these activities share the same objectives; namely, to connect visitors to the farmers, to boost the sale of agricultural produce (mainly pomelos), and to promote an understanding of the agricultural practices of the village. The researcher observed that the participants of these activities are mainly domestic tourists, either Hue citizens or people from other cities and provinces, and this

observation was confirmed by the agritourism farmers during their interviews. Relevant information about the three agri-focused activities is in Vietnamese and promoted through marketing channels accessible to local people or domestic tourists, especially through word-of-mouth. As denoted by its label, the agriculture component is significant or even indispensable in these activities. For example, agricultural practices are specifically promoted to the tourists during the Pomelo Festival; in the PYO activities, tourists are provided with an authentic hands-on experience with agricultural practice. In all three agri-focused activities, the agricultural setting and produce are key to the tourism experience. Interestingly, these activities are operated by mostly non-tourism-industry stakeholders, which creates the potential for more involvement from these actors to advance these activities into quality tourism products that reach more visitors, both domestic and international.

#### **4.4. Summary**

This chapter has emphasised the irreplaceable role that agriculture in general, and pomelo in particular, plays in the history, economy and culture of Thuy Bieu. The chapter also outlined the current situation of tourism practices in the village and noted untapped potential. The chapter showed that there is considerable interest from a number of stakeholders in unlocking tourism potential by more closely integrating the village's agricultural assets. The current agritourism practices in Thuy Bieu can be visualised as a jigsaw puzzle with its pieces divided into two major groupings: tourism-focused and agri-focused activities. This picture serves as a foundation to build a closer examination of agritourism practices in the village and the stakeholders who are part of this important activity.

## CHAPTER 5: AGRITOURISM PRACTICES AND NETWORK

In Chapter 4, an image of a jigsaw was used to represent the agritourism activities in Thuy Bieu (see Fig. 4.2). The jigsaw comprised two parts: one focusing on the agricultural side of agritourism and the other on the tourism side. In this chapter, each piece and part of the jigsaw will be examined in more detail to reveal the stakeholders involved in each activity as well as the interactions and links that exist between them. The detailed description of the agritourism activities practised in the village and the two partial stakeholder networks will give a better understanding of the complete agritourism stakeholder network of Thuy Bieu. The chapter concludes with a critical analysis of the current state of the network, which, in turn, serves as a basis for the network improvement recommendations presented in Chapter 6.

### 5.1. Tourism-focused activities network

#### 5.1.1. *The Thuy Bieu tour*

According to the general manager of the HT Company, the Thuy Bieu tour is the biggest and perhaps most critical piece in the jigsaw for it has always been a best-selling activity that has become a signature tour for many tourists coming to the village. Currently there are three service providers operating this tour on site: two local households under the umbrella of community-based tourism, and one externally based tourist company. During the peak season, each service provider welcomes around 20–30 guests every day or 600 guests a month. While the local resident-owned service providers do not have their own marketing capacity and have to rely on the travel agencies and tour operators (TA/TO) for their flow of tourists, they do have such a strong TA/TO network that means their number of guests during the peak seasons is comparable with that of their corporate counterpart.

The researcher's experiences of the Thuy Bieu tour with different providers offer insights into the differences between the visitor services on offer, the way local hosts interact with tourists and tour guides, and the authentic agricultural dimensions of the experience provided to tourists.

- **HXD garden house**

Mr HXD, the owner of HXD garden house, is a pioneer as well as the epitome of the local Thuy Bieu residents who provide tourism services. Since Mr HXD opened its door to visitors in 2013, his garden house has become the most frequented of all the garden houses in the village and is visited by both international and domestic tourists.

The researcher had the chance to join Mr HXD in welcoming a Belgian couple to his garden house (Fig. 5.1 & 5.2). As he already knows from his TO/TA partners how many guests will come and when to expect them during the day, Mr HXD always dresses appropriately and gets ready to welcome them. Once the guests arrive, they are invited to the living room of the ancient house and treated to freshly brewed tea and some homemade candied ginger. The host then sits with them and starts the conversation by telling them stories about his ancient house and his respected lineage, in which he takes great pride. Built in 1902, his house is among the most valuable ancient houses of Hue with a vast garden of 1000 m<sup>2</sup> which boasts various fruit trees such as bananas, mandarin, orange, jackfruit and mangosteen, as well as 30 pomelo trees each more than 50 years old. He inherited this ancient house along with many precious royal antiques from his grandfather and father who both served the Nguyen Dynasty as very high-ranked mandarins. Mr HXD also takes pride in being a villager of Thuy Bieu with its time-honoured history and traditions; thus, he wants to show the typical hospitality of its people.

**Figure 5.1 Mr HXD with the Belgian couple in his ancient house**



**Figure 5.2 Mr HXD with the researcher in his ancient house**



Mr HXD is a proud 80-year-old farmer as well as an intellect and poet, famous not only in Thuy Bieu village but also in Hue city. Given his tangible and intangible heritage along with his impressive story-telling skills, Mr HXD really impressed the tourists and the researcher alike with interesting stories and information about his house and the antiques within it. During the chat, he pointed to the objects he wanted the tourists to see and to showcase the interesting features of the ancient house. Mr HXD also demonstrated how to lock the door without a lock, before giving the tourists the opportunity to try themselves. He made his guests laugh with his sense of humor. Although the conversation needed the assistance of the tour guide as an interpreter, this language barrier did not affect the cozy atmosphere between the host and his guests.

After touring the house, the tourists joined a cooking class to learn how to make Hue traditional delicacies (ginger candy, sesame candy, green bean cake) with Mr HXD's wife. Mrs HXD learned all the recipes and tips from her mother-in-law who used to be a chef for the royal family during the Nguyen Dynasty. The tourists were excited not only about the cooking activities but also by the interesting stories behind the instructor who was guiding them and the delicacies of the ancient capital.

The tourists observed carefully what Mrs HXD was doing, took pictures, and eagerly had some hands-on experience such as chopping the ingredients or stirring the candied ginger in the pan. All these small but meaningful interactive features made the tourists engage even more in the experience. After the cooking class, they enjoyed a lunch prepared by Mrs HXD, which featured local dishes made from ingredients from their own garden or from the local market. At times, Mr HXD also presented the food and its background stories for the tourists before they tasted it. The tourists also had the opportunity to experience a foot bath and massage, provided by other local residents who are employed on a casual basis by Mr HXD. All these activities took place within Mr HXD's vast garden. Normally, before they leave, Mr HXD invites the guests to write in a guestbook in which the reviews and impressions of tourists from different countries are noted.



- **Chez Mme. L garden house**

Another household in the village that provides tourism services is that of Mr TTP. His wife's name is L, so they named their garden house "Chez Mme. L" (Fig. 5.3). This French name reflects the fact that most of the guests visiting their place come from French-speaking countries/regions such as France, Belgium or Quebec, while also giving tourists the idea of the service's nature which is an experience with local people; that is, visiting local people's house and having a meal with them.

**Figure 5.3 The entrance to Chez Mme. L garden house**



Mr TTP has noble lineage; his great-grandfather was a high-ranked mandarin in the Nguyen Dynasty and built his residence in the village. Since then, six generations of his family have lived in this centuries-old ancient house and immense garden (total area of 4000 m<sup>2</sup>). The owner is clearly aware that a beautiful garden and the ancient house are his main tourism assets, and so he has invested much time and effort to tend the garden, including building a pavilion to welcome tourists and provide them with services such as lunch, a foot bath and massage, and cooking classes. Mr TTP has also

invested in buying bikes for tourists to rent, either as part of the Thuy Bieu tour package or for individuals to explore the village independently.

Normally, after visiting some nearby attractions, the tour guide accompanies tourists to Mr TTP's place to have a rest before they take a cycle tour around the village. During the break, tourists are welcomed to the pavilion to have a drink and some local fruit. Based on the researcher's observations when doing the tour, and later reinforced by the interview with the house owner, tourists are very impressed with the lush green garden of the house and the beautiful structure of the pavilion. They are especially curious about the ancient house in the middle of the garden and often ask the tour guide questions about it. The tour guide might know the answer or translate information given by the host, Mr TTP, about the history of his ancient house, for he does not speak English.

The tour guide then takes the tourists on a tour around the village using bicycles rented from Mr TTP. After touring the village, the tourists come back to enjoy a foot bath or a neck and shoulder massage provided by Mr TTP's daughter-in-law and some other local women who undertake the work on a casual basis. The next activity is often a cooking class, which is led by Mrs TTP herself or her cousin (Fig. 5.4 & 5.5). The dishes chosen for this class are often Hue specialties such as fried spring roll or special rice cake. The tourists are very attentive to the instructor, watching the process step by step and getting hands-on experience preparing and cooking the food. The host and her guests communicate mostly through body language; the instructor just shows them the process and they can replicate the actions easily. The researcher observed that the host and tourists can understand each other very well despite the language barrier and without the assistance of the tour guide as an interpreter.

Though the local residents involved in the service cannot speak English, they do know some basic greetings such as "Hi", "Hello" and "How are you?" Some even know a handful of French words related to the cooking or ingredients – just enough to impress the French tourists. Most importantly, they are aware that they need to be polite and welcoming in terms of behaviour when serving the guests. When the class finishes, the food that has been semi-prepared by both the instructor

and the guests is brought into the kitchen to be cooked and then served to those who made it. The guests very much enjoy the fact they are eating food that they prepared themselves.

**Figure 5.4 A family of Canadian tourists experiencing a cooking class with a local chef**



**Figure 5.5 A group of Belgian tourists experiencing a cooking class**

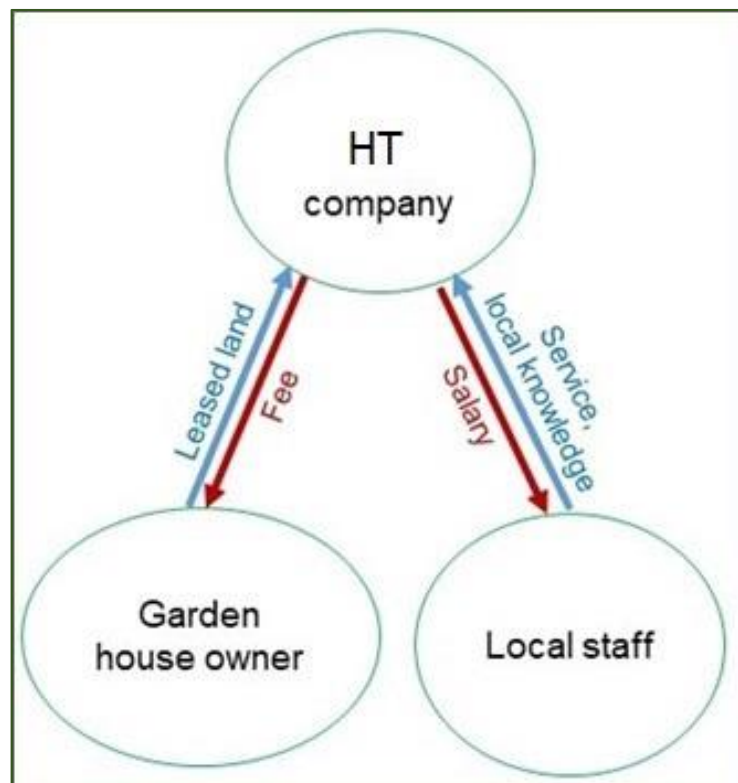




- **TB Homestay**

Unlike the previously discussed service offerings that are owned and operated by local residents, TB Homestay (a member of the HT Company) is a service provider that involves cooperation between an externally owned business and local residents (Fig. 5.6). TB Homestay is based within the pomelo garden of Mr DDT's garden house. Aware of the tourism potential of the village, HT company, one of the most famous tourist companies in Hue city, leased a part of Mr DDT's garden and built a facility to provide tourism services. As reflected in its name, TB Homestay is a small-scale business which aims to provide tourists with a sense of familiarity, as if they are at a home staying with local residents. On a small area of 300 m<sup>2</sup> surrounded by a lush green pomelo garden, two pavilions were built in ancient architectural style. TB Homestay offers tourists lunches and foot baths in these pavilions along with four well-equipped rooms providing 3-star accommodation.

**Figure 5.6 TB Homestay model of business**



Given its nature as a tourism company/tour operator, HT company makes tremendous efforts to promote Thuy Bieu as a tourist destination by joining in travel expos in Vietnam and abroad. This

benefits not only the company itself in terms of increasing demand for its services but also the other tourism practitioners in the area. French tourists form a major part of TB's clientele, reflecting the company's strong networking with the French market. TB Homestay also welcomes tourists of different nationalities as well as domestic tourists.

Cooperation takes the form of a lease agreement between the HT Company and the ancient house owner; and as well as leasing a garden in the village, TB Homestay actively integrates village residents into its operation. In fact, while the company manages the business and does the marketing job to attract tourists, the staff at TB Homestay who directly provide service to guests are all local people employed by the company: Mr M is in charge of serving the guests and maintaining the place, Mrs PL is the chef in charge of preparing meals as well as conducting the cooking class, and Ms A is the coordinator in charge of taking care of guests and networking with other stakeholders on the site. The general manager of the HT Company emphasised the value of having local residents as part of the business, commenting:

“We are very lucky to have Mr M and Mrs PL working for us. They have lived all their lives in the village and are the ‘god of the soil’. They know every corner and every person here, so we benefit so much from their local knowledge.”

As a business, HT Company are very open and supportive of students as they often cooperate with a nearby vocational college and university to provide internship placements. Aware of the researcher's study, the general manager suggested that the researcher frequent their place and join tours with different groups of tourists in order to have an idea of how tourism is practised. Having the two different roles – joining the tour as a visitor and helping as a casual staff member at the homestay – deepened the researcher's insight into how tourism services are provided and how stakeholders interact with each other.

Tourists often arrive at TB Homestay around lunch time after visiting nearby attractions such as the Thien Mu pagoda or the Tiger Arena. Accompanied by a tour guide in most cases, they are greeted with a cheerful “Hi!” and a big smile from the staff. At first glance, TB Homestay always impresses the guests with its lush green vast garden of pomelo and the entrance perfectly lined with

high areca trees. Mr M serves the guests tea and whatever seasonal fruit is available from the garden, which may be pomelo, banana or jackfruit. As Mr M and Mrs PL cannot speak any foreign languages, the tour guide is the one who converses with the tourists. Tourists often ask questions about the pomelo and the garden and Mr M then eagerly answers with the assistance of the guide. The break is followed by a sightseeing tour around the village for which Mr M has prepared enough bikes beforehand. He carefully helps the tourists to pick a suitable bike and makes sure they can ride safely. He also plays the role of a local guide, leading the whole group through points of attractions within the tour.

Normally, the first stop of the trip is Mr HXD's residence, the largest ancient house in the village with a land area of 16,763 m<sup>2</sup>. The tourists are guided to the house and shown around it and the vast garden. From the researcher's observation, the owner just opens the door for the guests to come in and visit without a great deal of introduction or interaction. The main narration about the ancient house is still given by the tour guide and based on their own knowledge. The tourists then get back on their bikes and head to the second point of interest, which is the household of local artisans who create incense. Burning incense offerings has always been part of Vietnamese cultural identity. At this place, the local artisan will show tourists how incense is made through various steps. The tour guide continues to act as interpreter for the group during the demonstration. At some point, the artisan will allow the tourists to have a hands-on experience, and this is the most exciting part for them, especially the children (Fig. 5.7). Tourists often eagerly take pictures with the incense making tools or film their children or partners while they try making the crafts. Some tourists buy the products as a souvenir from the trip.

**Figure 5.7 A group of French tourists at the incense-making household**



The next stop is another handicraft place, this time where silk painting is created. The business is owned and operated by Mr DDT, a young and enthusiastic local painter (Fig. 5.8). At this point, the tourists can choose from a range of services, either an introduction to silk painting and how it is made, or a painting course with Mr DDT. Due to time constraints, most tourists choose to only tour the studio and listen to Mr DDT's short presentation about his career. Some tourists buy his paintings, generating important income for the local painter.

The tour finishes and the tourists come back to TB Homestay for lunch where Mrs PL has prepared the food and set the table. Little interaction takes place during the meal while the staff bring

out the dishes, one after another, and make sure that guests have everything they need. Tourists enjoy the food, say “Thank you!” and often give a thumbs-up sign to tell Mrs PL that the food she cooked is very good. In return, Mrs PL smiles back and nods saying, “Thank you!”

**Figure 5.8 The silk painting place**



While the guests are enjoying the meal, the tour guide also has their lunch (provided by TB Homestay) and Mr M gets the water ready for foot baths for the tourists. All the medicinal leaves used in the bath are taken from Mr M’s garden, which is not very far from TB Homestay. Mr M boils the leaves in a big pot, ready for the foot bath (Fig. 5.9). After the meal, tourists can enjoy the foot bath as Mr M watches on. With simple body language, he somehow communicates with the guests to make sure that the water is not too hot for them and that they are comfortable.

While soaking their feet in the water, the tourists watch how candied pomelo or candied ginger is made, depending on the season. Given the short time frame, Mrs PL just shows them the last step, which is stirring the candied pomelo or ginger on the heated pan and only takes a short while before the candies are ready. Mrs PL then invites the guests to taste the candies and packs the rest



away to give to the tourists as a souvenir. The tourists whom the researcher observed appeared to enjoy the overall experience (Fig. 5.10), which is also reflected in their positive reviews written in the guestbook.

**Figure 5.9 A pot boiling water with medicinal leaves for a foot bath**



**Figure 5.10 A group of French tourists enjoying the foot bath, tasting candied pomelo and pomelo wine along with the tour guide and TB Homestay team**



As part of the effort to promote Thuy Bieu tourism and its specialty pomelo, TB Homestay is unique among the other service providers in having a space to display products for sale to visitors, such as pomelo peel oil and soap, pomelo wine and candied pomelo (Fig. 5.11). While the two former products are made by a small local eco-friendly business (as shown on the package), the latter two are made by Mrs PL herself from the pomelos of her own and/or neighbours' gardens. Discussing the sale of these products, Ms A commented:

“These products are mostly sold to domestic tourists for they are already aware of the value of pomelo-made products for the health, especially candied pomelo, and pomelo wine. As for international guests, they are more into the oil or soap for they are quite small and easy to carry and easy to use too.”



**Figure 5.11 The corner of souvenirs made from pomelo**



In addition to the close link TB Homestay has with local residents, the researcher also had the chance to witness their corporate social responsibility (CSR) effort – as an annual activity, staff of the HT company provide funding for a charity organization in the area (Fig. 5.12).

As part of the package for the guests staying at their place, accommodation service providers in Thuy Bieu (e.g., HE and HRBRS) also provide a Thuy Bieu tour for tourists. However, they only provide cooking class, dining and massage activities, while relying on other local service providers for the remaining components of the tour, including a visit to the garden house and to the local artisans' businesses. These businesses will be described in more detail in the accommodation service section.

**Figure 5.12 CSR activity of the TB Homestay team at a school of students with special needs in Thuy Bieu**



#### ***5.1.2. Identifying stakeholders involved in Thuy Bieu tour and the links among them***

The description above of how a Thuy Bieu tour is practised by different service providers sheds light on eight stakeholders involved in the activity: service providers, travel agencies and tour operators, local produce suppliers, casual staff, local artisans/ancient house owners, tour guides, tourists and local passers-by. These actors and the interactions between them can be presented as follows.

The *service providers* of Thuy Bieu tour consist of both local residents (Mr HXD and Mr TTP) and a tourism company (TB Homestay). The three service providers have a close business relationship with external *travel agencies and tour operators* (TAs/TOs) from whom they get their clients. Once a client booking is made, the TA/TO sends it to the service provider to let them know at least one day in advance the number and arrival time of guests. On a monthly basis, the TA/TO makes payment to the service providers for all the bookings in the month. When asked how this

cooperation between local service providers and TAs/TOs had been established, a local provider explained:

“Previously, some fam-trips were held in Thuy Bieu to promote the tourism potential of the village.<sup>1</sup> Some travel agents and tour operators realised the resources that we have, which is our ancient house and a large, beautiful garden. They then offered us to cooperate to provide tourism service for their customers coming to the village.”

Both the two local service providers now have business links with more than five TAs/TOs who operate both domestically and throughout the Asia region.

Based on the booking, the hosts prepare the ingredients for the cooking class or dining service of the day. Normally they have most of what they need in their own garden. If they do not have ingredient(s), they often source the missing produce from their neighbours’ gardens or buy from the local market so they can be sure of and trust the origin and quality of the produce. This leads to the formation of a group of *local produce suppliers*.

Given the family-based nature of their businesses, the local service providers mainly involve their family members in providing ancillary tourism services while multi-tasking their daily agricultural duties. In some cases, when the bookings surpass the household’s capacity, they need to bring in more staff, such as relatives or neighbours.

---

<sup>1</sup> A fam-trip, or familiarisation trip, is a free (or low cost) trip for travel agents or consultants, provided by a travel operator or airline as a means of promoting their service.

Discussing the staff involved in their service, Mr TTP shared:

“Mainly just my wife and me do this job. While I am in charge of taking care of the garden and overseeing everything (the pavilion, the bikes, etc.), my wife is responsible for the administrative things dealing with the travel agencies (receiving booking, payment, etc.), cooking for the guests and delivering the cooking class. On some rare occasions when we have got so many groups booked on a day, we will involve our daughter-in-law and our sisters. We even outsource some of our neighbours from time to time to be local guide or help with the massage service and they receive some money in return.”

This comment shines a light on the local residents who are involved in tourism service provision on a casual basis, referred to as *casual staff*. They are paid for the time they work, and this represents an additional, flexible source of income for their household. The same phenomenon can be seen at TB Homestay, as Mrs PL commented:

“We sometimes receive very large group bookings. In such cases, I need to outsource to some other women in the village to help me with the cooking. Similarly, Mr M might involve some other guys to help him delivering the massage or preparing the bikes for the tourists.”

The analysis of the Thuy Bieu tour reveals another group of local actors involved in the tourism sector by welcoming visitors to their places, as part of the village tour, and showcasing their ancient house or their traditional handicraft practice. Indeed, large Thuy Bieu tour service providers such as the TB Homestay or HE are officially linked to these *local artisans* and *ancient house owners* with a business agreement. Mr DDT, the local silk painter, explained:

“I welcome the visitors to my place and serve them based on the agreement I established with the tour operator companies. I receive visitors mostly from HT company and HE, not to mention some other travel agencies from Danang and Hanoi. They will then make payment to me according to the number of guests I served.”

These local people get some income from welcoming tourists to their place, depending on the number of arrivals, as well as additional income from the sale of their products to the visitors. In

return, the artisans are required to be ready and available for guests and to provide necessary materials for the tourist experience. However, the researcher became aware of some dissatisfaction on the part of the Thuy Bieu tour service providers about the lack of preparation or commitment from some of their local partners. Mr M explained:

“Sometimes, though Ms A, our coordinator, has already advised the local artisans of the coming group of visitors long beforehand, they are underprepared in terms of the materials for the activity, and give the excuse of other commitments. In such cases, the visitors cannot have a hands-on experience but merely listen to their introduction instead, which sure adversely affects the quality of our tour. Ridiculously enough, in a rare case, they were even not at home to welcome the visitors, which is what they were supposed to do.”

This interesting point about such unsatisfactory behaviour from partners in the network highlights the importance of real commitment from all the stakeholders. When such issues arise, the service providers of Thuy Bieu tour do give feedback to the local artisans and discuss solutions to eliminate such situations; however, there is no formal process for dealing with this matter. According to a local artisan in the service network, while it is evident that the network does bring benefits to its members, each artisan has their own perception about the individual benefit they earn from the practice compared with the time and effort they put in. This perception, clearly, affects the level of engagement and the quality of service they are willing to provide.

The *tour guide* is another vital stakeholder in Thuy Bieu tours, having a considerable impact on the tourists’ experience. Besides guiding the tourists, the tour guide is the key stakeholder in “blowing the soul” of the visitor to a place, through their narration of what the place has to offer. Given the abundant and fascinating folklore of Thuy Bieu village, the role of the tour guide becomes even more important in the sense that they will arouse in tourists a sense of curiosity and engagement in the experience. The tour guide also serves as an interpreter when it comes to the communication and interaction between tourists and local service providers and/or residents. Asked about their relationship with tour guides, a local service provider commented:

“Most of the tour guides coming to our place are very nice and helpful. They assist us in communicating with the foreign tourists. As a common courtesy, we provide them and their accompanying drivers with free lunch while the tourists are enjoying their services. Some of them even recommend our place to their individual guests.”

In addition to the tourist inflow from their partner companies, the service providers receive individual visitors based on recommendations from tour guides, which is absolutely dependent on a good relationship between the guide and the host. In some cases, where the tour guide is not familiar with the area, the service provider might accompany him and his group on the village tour or they might assign a local guide to help them when navigating within the village. The researcher observed that tour guides and the service providers are very supportive of each other in delivering a good experience to the tourists.

The cooperation between and effort of all the discussed stakeholders aims to satisfy the needs of one essential stakeholder in the network – the *tourists*. Most of the service providers interviewed agreed that international tourists are the predominant market in Thuy Bieu. One of the service providers pointed out:

“Most of our guests are foreign tourists. The biggest market is often France, Belgium, England and the US. We also have visitors from Canada, New Zealand, and other countries. Recently, we have just started to welcome some domestic tourists, too.”

Given their position on the demand side, tourists are linked to other actors in the network, mainly through a customer-provider relationship. The first contact point that tourists go to after their decision to visit a destination is made is, in most cases, (online) travel agencies who help them to design their trips and make all necessary arrangements. Given their business network of local tour operators, travel agencies will recommend places and services to the customers based on their requirements and preferences. Discussing the part that travel agencies play in attracting tourists to Thuy Bieu, the general manager of a tourist company in Hue commented:



“Normally, concerning the destinations which are already very famous, tourists often know where exactly they want to go and what exactly they want to do. But it is not the case yet for Thuy Bieu in particular and Hue or Vietnam in general. When it comes to our country, foreign tourists might expect to taste *pho* [Vietnamese noodles] or to see women in *ao dai* [national dress], but they have not got a clear idea of what else to expect. They are not coming the whole way from Europe or Canada just to visit Thuy Bieu village. They do not even know about the pomelo until they arrive to the village.”

This comment shines a light on the important role of TAs/TOs in providing tourists, especially international ones, with information on available options in Thuy Bieu and preparing everything for their coming experience in the village.

Tourists often come to Thuy Bieu along with their tour guide as part of a bigger tour and they usually spend a half day there; in most cases, arriving around midday. The tour guide is normally included in the service package and this person is the tourists’ companion during their whole journey, whether it is visiting one city (e.g., Hue), a region (Quang Binh-Hue-Danang-Hoi An) or touring throughout the country (Hanoi-Hue-Danang-Ho Chi Minh city). A regional tour guide with 10 years’ experience noted:

“Thuy Bieu has recently become an emerging and preferred component of any Hue tours, compared with other ancient villages such as Phuoc Tich or Thanh Tien. The village has a lot of interesting folklore in itself; however, not all tour guides know it or are dedicated to do the narration properly. Some of them might just converse with the guests about whatsoever topic they think the guests might be interested in.”

This comment provides an insight into the information and knowledge shared by tour guides to tourists about a certain destination and its related history and culture. Different tourists are interested in different aspects of the place they visit as well as desiring various degrees of involvement in the experience. Their interest is reflected in the attention they give to the presentation the guide gives or the number of questions they have about something specific. But regardless of individual

tourist's level of interest, the tour guide has a very important role in the narration of the stories behind the history of the village and its specialty pomelo.

No matter which motivations tourists have for coming to Thuy Bieu, most are happy with their experience and pick the lush green landscape and the friendliness of local farmers as their favorite things about the place. This insight is based on the answers of some of the international tourists interviewed.

“I did not know about the village until arriving here. And now I really like it. I am impressed with its greenery – fruitful trees everywhere, and the smiling face of local people when we came across them.”

(Australian, 28 years old, female)

“We love the peacefulness and the rural feeling of the village. The ancient house owner who hosted us is absolutely welcoming and generous – he treated us with all the fruits available in his garden – banana, pomelo, peach, etc. He even gave us some to bring back to our hotel.”

(Belgian, 40 years old)

“I really love the time spent with local people and all activities I joined with them. Though they cannot speak our language, they are so enthusiastic in showing us around their house, eagerly explaining about their garden and instructing us [how] to cook Hue food.”

(French, 32 years old, male)

These responses emphasise the importance of the local people when it comes to the tourists' experiences in the village. The link between the service providers and the tourists is based on a commercial exchange – service in return for payment. The tourists pay for their experience to the travel agencies, and this payment is then shared between the travel agencies (the intermediary stakeholder) and the service providers, namely those who are directly in charge of the tourists' experience at the destination.

From the perspective of tourists, however, there is likely to be almost no distinction between these two groups of local actors. Technically speaking, as local people, they all play the same role of

a host of guests – which are, in this case, the tourists. This following insight given by one of the local service providers really highlights self-awareness of the responsibility of a host:

“For the tourists, they might not be able to tell whether you are the main host or the staff or just a neighbour dropping by at our place. As local people, we all need to be polite and friendly. That is why I always emphasise to my family and the casual staff, if any, to be welcoming and smiling. I often tell them: ‘It is ok if you cannot speak the foreign language, but you always need to be welcoming and helpful.’”

From a destination perspective, a final group of stakeholders emerges: *local passers-by*. These actors are residents who have no formal relationship with the tourists but engage coincidentally with, and thus influence, the visitor experience. Encounters between local passers-by and tourists are spontaneous and unintentional but might become an interesting part of the tourist’s experience. For example, a 29-year-old Danish tourist, whom the researcher met on one of the Thuy Bieu tours, shared:

“I am impressed with the friendliness of local people here. Anyone I came across, whether they were walking or on their bikes or motorbikes, they waved at me and said hello. I even caught an old lady watering her pomelo trees and asked whether I could take a photo with her in her beautiful garden. After my tour guide interpreted to her what I wanted to do, she nodded and eagerly invited me to her garden.”

All this cooperation and interaction between the stakeholders forms a network featuring involved actors and their links in the practice of Thuy Bieu tours.

### ***5.1.3. Accommodation service in Thuy Bieu and its related stakeholders***

Although TB Homestay does provide an accommodation service, their focus is very much on the Thuy Bieu tour. This section now investigates the two professional accommodation service providers in Thuy Bieu: the HRBRS and the HE. Since the researcher could not interview these service providers directly, the main source of information on these providers is secondary data from their websites and social media pages. Primary data were also gained from the researcher’s observations

as a complete participant and from insights gained when interviewing other stakeholders in the network.

The HRBRS was established in 2013. The company was one of the pioneer businesses who were aware of the ideal position of the village on the Perfume riverbank and its tourism potential and invested in building the property to provide accommodation services for the surrounding area. As a 4-star hotel and resort, it focuses on providing high-quality accommodation along with various packages featuring dining and tourism services. Benefiting from the agricultural land it is situated on and its lush green gardens of various plants, especially pomelos, the company offers agritourism products such as a dining experience in the pomelo garden, and “a day in a farmer’s life” experience for visitors, which is especially appealing for and mainly targeted to children and groups of students. The HRBRS also sells agricultural produce from its gardens, promoting its produce on the company’s social media page.

The other accommodation service provider is the HE, which was established in 2016. This company turned a vast pomelo garden on the riverbank into an eco-friendly property providing accommodation services within a natural and agricultural setting. They offer services such as sightseeing tours around the village, cooking classes for the guests, and dining for non-guests. From her dining experience at the HE, the researcher could tell that the staff are professionally trained and could speak English quite well. There was no sign of any local residents employed by the business. Besides the accommodation service, HE also provides Thuy Bieu tours on a quite regular basis. It is common to see tourist groups on HE bicycles wandering around the village. On some occasions, the researcher came across groups of tourists from HE at local artisans’ places. The local painter shared:

“I do have contracts with HE as well other tour operators to welcome their guests to my place. In return, I will get revenue from that activity.”

Based on what is promoted on their marketing channels, both these accommodation providers promote themselves as eco-resort/lodges, targeting nature lovers with their “into the nature” setting selling point. The fact that both companies are present on international online booking websites (e.g.,

Booking.com, Adgoda.com) and that they had a steady flow of guests prior to COVID-19, benefits Thuy Bieu in terms of promotion of the destination as a whole.

As part of the agritourism jigsaw of Thuy Bieu (see Fig. 4.2), the “accommodation service” piece mainly consists of the service providers and their guests as key stakeholders. No new actors are to be found, except the eight stakeholders revealed within the Thuy Bieu tour analysis in section 5.1.2.

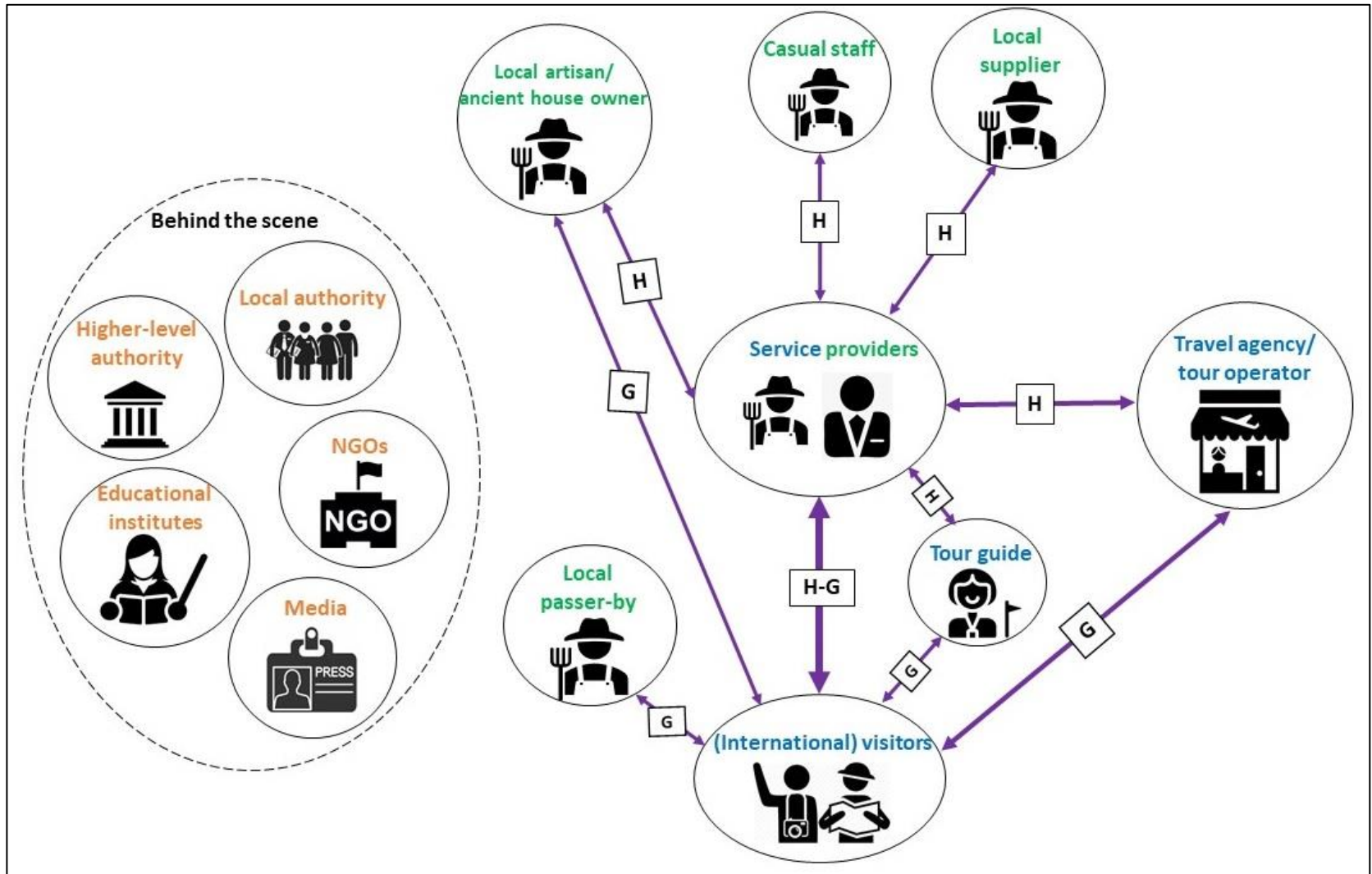
#### ***5.1.4. Tourism-focused activities’ network***

As the tourism-focused part of the network is made up of the Thuy Bieu tour and the accommodation service, putting the stakeholders engaged in these two activities together creates the complete stakeholder network of the tourism-focused part of the agritourism network (Fig. 5.13). Besides the eight actors directly involved in service provision and thus visible in tourists’ experiences (i.e., service providers, TA/TO, local supplier, casual staff, local artisan and ancient house owner, tour guide, visitors and local passer-by, there are also several groups of stakeholders “behind the scene” who indirectly facilitate and support tourism practices. This group consists of the local authority, higher-level authority, educational institutes, NGOs, and media (journalists of local newspapers).

In terms of the role that the *local authority* plays in tourism development in Thuy Bieu, the president of Thuy Bieu People’s Committee commented:

“The local authority always encourages villagers to get involved in providing tourism services. In line with the community-based tourism development direction of the Government, the local authority supports local people by bringing to their awareness the available supporting policies and assisting them in benefiting from those resources. Besides, we play the role of coordinator when it comes to capacity building programmes funded by NGOs.”

Figure 5.13 The tourism-focused activity network



Note. H: Host, G: Guest, H-G: Host-Guest

NGO1 – a Canadian non-profit organization – was mentioned by the officer as an example of supportive efforts from a *non-governmental organization* (NGO). NGO1 has funded training programmes for CBT development for local people in many communities in Vietnam, including Thuy Bieu. The researcher tried to contact the organization for further information. However, since the project had happened some time ago and the organization was busy with other current projects, their representative was not available to participate in the research.

Ms NHS is a representative of the *educational institutes* that are supporting tourism development in local communities. These institutes, namely Hue Tourism College and the School of Hospitality and Tourism (Hue University), engaged in the tourism development of Thuy Bieu by sending lecturers to the village to give lectures on CBT and to provide training for local residents in terms of hospitality skills to welcome the visitors.

The Provincial Tourism Department, representative of the *higher-level authority* stakeholder, also organises professional training classes on a frequent basis for local residents in Thuy Bieu and in Thua Thien Hue province in general. The organization's vice director noted:

“Besides professional training on hospitality skills, we also organise and encourage local people to join in English classes to equip themselves with some basic linguistic knowledge to communicate with the tourists.”

In addition to these capacity-building activities, the vice director mentioned the Department's effort to promote Thuy Bieu as a tourist destination by organising familiarisation trips to the village. Industry stakeholders nationwide are welcome to join the trips and are encouraged to establish cooperative links with the local service providers. As the vice director proudly pointed out, the current cooperation between companies and service providers is evidence of the effectiveness of these trips. Such efforts to support the marketing of Thuy Bieu as a tourist destination can also be seen at the local level and, interestingly, through individual effort. One local officer noted:

“Since our local authority does not have budget for the marketing of Thuy Bieu as a tourist destination, I use my own network to reach for local media to feature our village in newspaper or on TV programmes. Given my background in journalism and media, I have got some friends in the media industry who are willing to help.”

Such efforts from an individual at the local authority show their dedication to their work as well as the proactive role they are playing in supporting tourism development of the village despite limited financial resources.

## **5.2. The agri-focused activities network**

### ***5.2.1. The Pomelo Festival and its related stakeholders***

The Thuy Bieu Pomelo Festival comes first among the agri-focused activities since it is the most “formal” activity in the sense that it is held on a regular basis by a specific organization and promoted officially; as a result, the Festival is widely known by the public (Fig. 5.14). The objective of the Festival is to promote Thuy Bieu pomelo and Hue food specialties as well as the tourism attractions of the village. Normally held between August and September, this 3-day event was held annually from 2010 to 2012 and biannually since. So far, six festivals have been held, and in 2018, the brand “Pomelo – a taste of Hue” was launched. The 2018 event was the largest ever and attracted 20,000 participants and visitors, most of whom were domestic travelers. In terms of the effectiveness of this activity, the local officer commented:

“The event is assessed regularly to make sure that it satisfied the objectives set. We are happy that it proves to be effective in terms of attracting not only international visitors but also domestic ones, especially Hue citizen to attend the festival and get to know more about the pomelo.”



**Figure 5.14 Farmers and visitors at the Thuy Bieu Pomelo Festival**



*Photo credit:* Image provided by the local authority.

Discussing the involvement of farmers in the Festival, the local officer shared:

“This event is always eagerly anticipated by everyone in the commune. All the farmers carefully choose the best pomelos of the highest quality and best appearance to display at the event long beforehand. We can literally feel their excitement on the day of the event when they dress up formally, come to the place very early, and make sure their booths look [the] best.”

The event is an ideal opportunity for farmers to directly introduce and sell their pomelos and other agricultural produce to consumers and to showcase the pomelo planting and tending process (Fig. 5.15). This direct opportunity for sales not only benefits the farmers with extra income but also assures the consumers of the produce’s provenance. Given the great pride they take in their produce, the farmers enthusiastically answer any questions the visitors might have about their produce and the

cultivation process. Moreover, this is also chance to shine the spotlight on the pomelo's culinary versatility through gastronomy booths and a “made-from-pomelo” cooking contest. Thuy Bieu women are the most eager ones when it comes to this activity as they showcase their creativity and talents.

**Figure 5.15 A space for other agricultural produce of Thuy Bieu at the festival**



*Photo credit: Image provided by the local authority.*

As for visitors, they have a chance to get to know the growers of the authentic Thuy Bieu pomelo, understand how the fruit is grown, taste the various dishes made from it, join in folk games, and immerse themselves in a peaceful rural atmosphere close to the city. Even though the village is not far from the city centre, Hue citizens might not think of this place as a day-trip destination. So, attending the festival also encourages them to visit the village as well. The Festival also attracts a considerable number of domestic visitors from other provinces around the country. The local officer commented:

“It could be seen from the event that many tourists from other cities and provinces of Vietnam also flocked to the event. You know, it is commonly known that people from Northern region, like Hanoi, they really love Thuy Bieu pomelo, so many of them did join the festival if they come to Hue on this occasion.”

A tourism company’s staff member told me that some tour operators include the Festival in the tours they provide for international tourists. The tourists who visit the village on this occasion are exposed to such an informative and entertaining event and get to know more about not only the village’s specialty fruit but also the cultural heritage behind it.

As part of the tourism promotion, visitors can also enjoy a trip to visit the pomelo gardens and other places of interest in Thuy Bieu village. One of the highlights of the sixth Festival was that the organiser, in cooperation with Hue Monuments Conservation Centre, replicated the ceremony of “offering Thuy Bieu pomelos to the royal families” as happened in the past at the Imperial City (Fig. 5.16). This event is the liveliest way to tell the story of how prestigious Thuy Bieu pomelo is in the culture and the history of the village.

From a stakeholder perspective, *farmers* and *visitors* are the two key players at the Thuy Bieu Pomelo Festival, but the event also involves the *local authority* as the main organising actor who oversees the planning and execution of the Festival. The local authority receives guidance and support from its *higher-level authorities*, which are the Provincial Tourism Department and the Hue Monuments Conservation Centre. The former provides guidance and supports the promotion of the event both offline (banners, billboards) and online (tourism-related websites and fan pages), while the latter provides consultancy advice about the event design and implementation, especially the ceremony of “offering Thuy Bieu pomelos to the royal families”.

**Figure 5.16 “Offering of Thuy Bieu pomelos to the royal family” ceremony**



*Photo credit:* <https://vnexpress.net/>

The local authority also calls for financial contributions from *businesses*, both in the community and in the wider city area, to make the Festival possible. *Media* actors, such as journalists and reporters from local newspapers, feature the Festival, which is an important element in marketing this event in particular and the village in general.

The *Thuy Bieu Agricultural Cooperative* is a specialised organization in charge of the agricultural practice and farmers' welfare of Thuy Bieu commune. The difference between this entity and the Farmers' Association lies in their administrative structures: while the latter administratively belongs to the local authority as one of its supporting units, the Cooperative is “a collective economic organization” that has its own autonomy, independent from the local authority/government (National Assembly of Vietnam, 2003). The interview with the director of the Cooperative, Mr HTD, provided insights into the role that this stakeholder plays in both the Thuy Bieu Pomelo Festival and, more generally, in the agricultural practice of the commune.



The Cooperative is made up of 286 farmers with a production area of 126 hectares of rice and vegetables and 151 hectares of pomelo. In effect, the Cooperative owns almost all the pomelo cultivation in the area. The Cooperative's main tasks are to provide members with necessary services to improve productivity and add value, to manage the specialty trademark of "Hue pomelo", and to encourage farmers to follow the registered process to meet the requirements of the trademark. The director emphasised the role of the Pomelo Festival as an opportunity to let more people know about this trademark and increase recognition of the fruit, thus adding economic value to the product. Not only is the Cooperative managing board involved directly in organising the event along with the local authority, but its member farmers also participate actively in displaying and selling their produce at the Festival.

#### ***5.2.2. PYO activities and related stakeholders***

The researcher came to know about the availability of pick-your-own (PYO) activities in Thuy Bieu when conversing with Mrs PL, a staff member at TB Homestay. As the researcher wanted to buy some pomelos for the mid-autumn ancestor worship at home, she asked for a recommendation of where to get the best fruit. Mrs PL then said that her house has a huge garden which boasts a lot of pomelos for sale and that the researcher could pick them. To the researcher's surprise and excitement, Mrs PL added:

"Not only me but also other garden owners in the village allow visitors to come to the garden, choose and pick the fruits themselves. I know why you are surprised of this offer; it is not advertised anywhere. Most of those who come are our loyal customers who know us and have bought our produce before and keep coming back and then recommend it to their families and friends. We have got many visitors from other cities too, especially Hanoi."

This PYO activity involves farmers selling produce directly to their customers. The fact that the supply chain skips the trader intermediary means that the farmers keep the entire revenue from

the sale while the customers can buy the produce at a better price. Moreover, by allowing visitors to come directly into the garden and pick the fruits themselves (Fig. 5.17), the farmers can gain more trust from the customers and often benefit from their word-of-mouth referrals, a vital marketing channel with no cost.

**Figure 5.17 Visitors choosing pomelos in Mrs PL's garden**



From her experience picking pomelos at Mrs PL's place (Fig. 5.18), the researcher found this activity very interesting. When asked what the visitors love about this experience, Mrs PL enthusiastically explained:

“The visitors coming to my garden always take out their phones or cameras to [take a] selfie. Sometimes they asked me to take picture for them or to join them in their photos. It is so much fun! They told me it is so relaxing to wander under the trees and it is really satisfying picking the fruits themselves.”

**Figure 5.18 The researcher picking a pomelo at Mrs PL's garden**



Mrs PL also emphasised that families with children especially enjoy this activity. These visitors find it satisfying to have hands-on experience choosing and picking the fruits themselves. PYO allows the visitor to not only be assured of the authenticity of the fruit and its quality, but to also enjoy the peaceful and refreshing natural landscape of the ancient village. Furthermore, this is an occasion to get to know the producers and, in most cases, just like in the researcher's case, to be impressed by the pure hospitality and friendliness of the farmers and villagers of Thuy Bieu.

Currently in its nascent stage, the PYO activity in Thuy Bieu is very simple and involves solely the *host farmers* and domestic *visitors*. In Vietnam, similar practices can be found in Dalat with PYO strawberries or vegetable, or in the Mekong Delta where the PYO activity focuses on

tropical fruit orchards. The activities at these destinations are more widely known to visitors, both domestic and international, for they are professionally promoted as a signature tourism service of these places, marketed and sold by travel agencies and tour operators. In the case of PYO pomelo in Thuy Bieu, the availability of this activity is known by only a small number of nearby consumers and thus it remains hard to increase the flow of visitors. In terms of the future prospects of PYO pomelo, the Head of the Farmers' Association shared:

“We are very aware of the potential of this activity and the values it brings to both farmers and visitors. However, we need professional support from the tourism side to make it into a proper tourism service as well as to promote it to more audience.”

This comment acknowledges the viability of the activity as a tourism offer while calling for more cooperation between the industry stakeholders. There is no doubt that the farmers are hospitable and welcoming; however, it takes more than this alone to deliver a tourism service. In the case of PYO pomelo, the farmers would benefit from not only direct sales of the fruit but also the income derived from the tourism service they provide to visitors.

### **5.2.3. *The “visit the producers” tour***

During an interview with a local government officer, the researcher was told about an organic garden which the officer considered to be part of the agricultural practice of the village:

“As an agricultural hub of the province, many NGOs have chosen our community to undertake their agriculture development projects. NGO2 – a Japanese NGO – even based their organic garden here.”

Based on this prompt, the researcher tried to reach this organization to request a visit to the garden. But it was not until when she found a post on the organization's social media page promoting the “Visit to Thuy Bieu garden” did the researcher know that a trip to visit an organic garden was even available. The researcher signed up and joined the trip, from which good insights into the nature



of this activity were gained. Nevertheless, this visitor experience remains largely invisible to the general tourist and public.

The researcher had the chance to interview Mr D, the head of the NGO2 office in Vietnam. With his ten years of experience at the organization, Mr D was able to provide key information about the organization and its projects in Hue. NGO2 is a non-profit organization in Japan which carries out development-assistance activities for local communities in Vietnam and Myanmar. In Vietnam, NGO2 focuses on supporting farmers running small- and medium-scale farms, and rural children with their education, especially environmental education. Among its agriculture-focused projects, the organization has opened and operates a direct-sale facility named Hue Farmers' Store in the city centre where produce from the farmers involved in the projects is offered for sale. This direct-sale practice aims to connect farmers and consumers in the city.

Given its non-profit nature, all the profit goes to the farmers, while the organization manages and guarantees the quality of produce from the farmers, thus promoting trust among consumers. Although the price of the produce is higher than that in the conventional markets or even some supermarkets, a considerable number of consumers are willing to pay this premium given the clear provenance of the produce and the strict quality management procedures which all the products have been through.

NGO2 has also leased a piece of land from the Thuy Bieu Agricultural Cooperative and built a garden which adopts organic farming techniques. This organic garden is an effort to introduce eco-friendly farming techniques to farmers while also raising the awareness of customers in terms of food safety and quality. Given this facility and the hospitality of farmers engaged in the projects, NGO2 offers tours for free or at very low price for their consumers in order to strengthen the connection between producers/farmers and current customers.

A typical trip includes a visit to Thuy Bieu organic garden and then to a farmer's place and a free lunch prepared by the farmers with the produce from their own garden. Before the tour takes

place, Mr D makes sure that the organic garden is ready to welcome the guests and confirms with the host farmers about their availability. Mr DA and Ms N, the staff in the NGO2 office in Hue, are in charge of promoting the activities by distributing flyers to the customers at the Hue Farmers' Store and by posting the information on their fan page. They then take note of the registrations and contact prospective participants to confirm the tour. The researcher was impressed with the meticulous care taken in reaching every person who had registered and keeping them informed with all the information necessary for the trip. While the way NGO2 is channeling the information is efficient in the sense that it reaches their targeted market, the audience is restricted to current customers at Hue Farmers' Store. Potential customers or the larger public have no knowledge of such events occurring, which shows the untapped potential of prospective customers as well interested visitors.

The trip normally starts in the morning and finishes by midday, and accommodates between 5 and 20 guests. Participants gather at the NGO2 store and are then taken to Thuy Bieu garden by vehicles provided by the organization. Arriving at the organic garden, the visitors are shown around the garden and introduced to the organic farming techniques adopted by the farmer overseeing the garden (Fig. 5.19 & 5.20). Visitors are interested to see, perhaps for the first time in their lives, familiar vegetables or fruit growing in a natural setting. From the researcher's observation, the visitors are very impressed with the variety of the plants in the garden and how the seasonality of the plants enables the garden to be productive all year round.

**Figure 5.19 The researcher with other visitors at Thuy Bieu organic garden**



After any questions are answered and pictures taken, the visitors leave Thuy Bieu garden and head to a farmer's house where the practice of organic farming is being supported by the NGO. The first impression at the farmer's household is obviously the hospitality of the host and the rural feeling of the place, as Mrs V, a visitor in the group, commented:

"I really like the peaceful atmosphere here, the agricultural landscape with vast rice paddy field, the small village lanes, the fresh air and especially, the friendliness of the farmers. I am impressed by how welcoming and generous they are."

**Figure 5.20 The researcher with the NGO2 team and the farmer at Thuy Bieu organic garden**



Upon arrival, two big tables are already set up with lots of tea and fruit ready to be served. Many visitors curiously look around the garden and excitedly point to the fruits on the trees, and the host – a 60-year-old farmer – grabs the picking stick eagerly and hands it to the guests saying:

“You can use this stick to pick them if you want. Those peaches are ripe and ready to eat. Some of those trees are even older than me.” [Laugh]

The farmer, along with Mr D, then shows the visitors around his garden (Fig. 5.21), answering any questions about his produce, his farming techniques, and the support his household gets from the project.



**Figure 5.21 Visitors and Mr D (right corner) in the farmer's garden**



The tour is followed by an introduction to NGO2 by Mr D with the support of a PowerPoint presentation (Fig. 5.22). Speaking of the objective of his presentation, Mr D commented:

“We take this chance to let our consumers know more about our organization and our projects. Once they know more about us and our farmers, they will have more trust in the produce they are using and feel close to the store as well as the farmers producing their food.”

On an occasion when a Japanese student was doing an internship at NGO2 in Hue, she joined the trip and gave a presentation, interpreted into Vietnamese, on the gastronomy of Japan, which interested all the visitors (Fig. 5.23).

**Figure 5.22 Presentation about NGO2 and their projects**



**Figure 5.23 The Japanese intern presenting about Japanese gastronomy**





After the presentation, lunch is prepared by the host and everyone – the project’s staff, the host farmer’s household and the guests – sit together to enjoy the food and chat openly (Fig. 5.24). When the trip is finished, a car takes the visitors back to the gathering point. Everyone appears very happy with the experience – the effort to plan and organise the trip from the project’s staff, the hospitality and generosity of the host farmers, the good food, the interesting conversation, and the many photos taken.

**Figure 5.24 Group photo with lunch prepared by the farmers**



Discussing the future prospect of this activity, Mr D shared:

“NGO2 does plan to develop this activity to a larger scale in the future in alignment with the community-based tourism – the development direction of the province. The project considered to invest in helping the farmers set up their place into a kind of agricultural display space showcasing the agricultural tools and practice. The improvement of this activity will sure attract more visitors and help strengthening the connection between consumers and producers.”

The promising development of this activity is not only meaningful as part of a project aiming to connect consumers and producers but also represents a step forward in the development of agritourism in Thuy Bieu and, more generally, across Thua Thien Hue province as well.

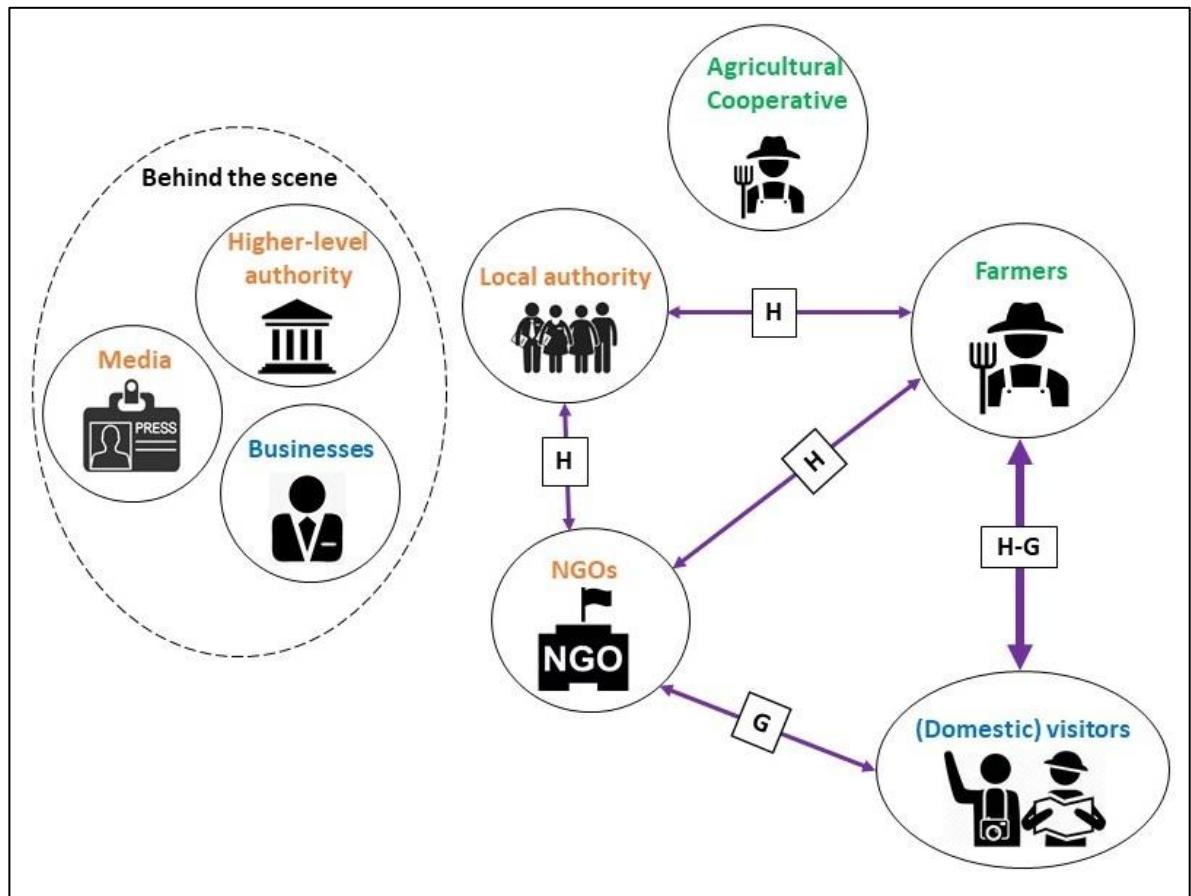
The analysis of the “visit the producers” experience sheds light on three main actors in this practice: the *NGO*, the host farmers, and the *visitors*. While farmers and visitors are always the key players in all agritourism activities, it is worth mentioning, in this case, that NGOs can play a vital role in bringing farmers and visitors together. Two other stakeholders that had links to the NGO were also identified: the *local authority* and the *Thuy Bieu Agricultural Cooperative*.

#### ***5.2.4. The agri-focused activities network***

The complete agri-focused activity stakeholder network is revealed when all actors involved in the Pomelo Festival, the PYO activity, and the “visit the producers” tour are included (Fig. 5.25). At the centre of the network is the host-guest interaction between the farmers and the visitors – the two key players in all agritourism activities. This link is directly facilitated by related organizations, including the local authority, the Agricultural Cooperative and the NGO. There are also stakeholders supporting these activities indirectly, such as the higher-level authority, other businesses and media; these are grouped as “behind the scene” stakeholders in the map.



**Figure 5.25 The agri-focused activity stakeholder network**



*Note.* H: Host, G: Guest, H-G: Host-Guest

As all the supporting actors have already been already discussed in the description of agri-focused activities, this section focuses on the relationship between the farmers and the visitors. The head of the Farmers' Association of Thuy Bieu commented:

“The main crop of our village is pomelo and most of our farmers have a large garden dedicated to this plant. This tree is called a wealth-making crop because the revenue from its sale is huge given its high economic value. That is why it is logical that the farmers are very proud of their gardens and their produce.”

The researcher encountered many farmers in Thuy Bieu during her fieldwork, and her observations confirm the officer's remark that the farmers take pride in their career, their gardens and

their produce. Farmers often proudly introduce themselves to first-time visitors and indicate that they cultivate pomelo. They are very eager to show visitors their gardens, while making sure the guests know what they should and should not do there so that everyone is happy and the trees are protected from damage. The latter caution is easy to understand because pomelo is a precious tree that needs gentle care. So, while the farmers are hospitable and open their gates for the visitors, they do not forget to protect the well being of their trees. As the head of the Farmers' Association stated:

“It is worth mentioning that not all farmers welcome or even allow visitors to enter their gardens. They are hesitant with large groups, especially families with kids, for they are worried that their trees might be damaged. You know, our trees need meticulous care, especially the old ones, so we are conscious of letting people into our gardens.”

The farmers' pride is also reflected in their willingness and confidence in addressing any questions from consumers about their produce. This can be witnessed during any host-guest interaction – during the Pomelo Festival, on a PYO activity, and during trips to the farmers' places. Their confidence in answering questions is an indicator of another attribute of Thue Bieu's farmers, namely their intellect and the knowledge they have gained from years of self-learning and frequent exposure to training. For example, Thue Bieu's farmers have the chance to join many skill development training programmes on sustainable farming techniques as well as excursions to visit and experience farming practices in other regions of the country, organised by the Department of Labor, Invalids and Social Affairs.

As part of projects funded by NGO2 and other NGOs, farmers even benefit from trips to Japan to learn about the farming techniques there, an opportunity that would otherwise be accessible to only a few farmers in a developing country like Vietnam. Furthermore, a farmer at the Thuy Bieu Agricultural Cooperative told the researcher that farmers also travel at their own cost to other places

like Hoi An, Dalat and the Mekong Delta to learn about different agricultural practices. Likewise, Mr TTP, the farmer who also co-owns Chez Mme. L, said:

“My daughter is currently working in Japan, so I had the chance to visit her and her family there. I also made the most of the trip to visit many farms there to see whether I can learn anything from their modern practice.”

The visit to the organic garden in Thuy Bieu is another example of knowledge exchange between hosts and guests, especially when the guests are groups of students from a school as part of the environmental education project funded by NGO2. The farmer in charge of the garden commented:

“Students visiting the garden are often excited to see vegetable and fruit considered to be familiar in their daily life from a different perspective – as part of a whole plant. In other words, normally they see an eggplant or a tomato or the artichoke flower, but they cannot tell which plant is which.”

From her own experience as a participant in a PYO activity, the researcher was impressed by the hospitality of the host farmers. At the guests’ arrival, the host generously offers drink and fruits as a welcome treat. When the researcher asked Mrs PL, out of curiosity, why she did not charge the visitors for the treat, she replied:

“This is just common sense for us to do so with friends coming to our place. Moreover, it does not cost us anything. We have got plenty of tea and leaves from which we make drinks, we have so many fruits in the garden and I have made plenty of candied ginger and candied pomelo for my family too. You see, it costs us nothing. So just help yourselves!”

The farmers are indeed very generous in providing their guests with lots of samples of fruits to taste before buying and even some extra pomelos at no cost, as a gift to take home. This example of good hosting/good business coming together was experienced by Mrs V, a visitor from the city centre whom the researcher encountered during her PYO trip:

“This is not the first time I visit and buy pomelos from Mrs PL’s garden. Do not be surprised, she is always like that. She has always gifted me a couple of free pomelos in addition to the number I bought, not to mention all sorts of bananas and guava if she has any ripe from the garden. She even offered to ship them to my place for free.”

The farmers’ dedication and enthusiasm also show in the meticulous way they instruct their guests how to choose a perfect pomelo and how to pick or cut it properly to keep the fruit in its best shape. All these intangible elements, along with the beautiful-looking fresh pomelos, make for an enjoyable PYO experience for visitors.

The final stakeholder in the network is the other key player in the host-guest relationship: the *visitor*. From the researcher’s observations and from the data she collected from the host farmers interviews, it is clear that domestic visitors are predominant in this market of agri-focused activities. The head of the Agricultural Cooperative noted:

“Visitors coming to our farmers’ gardens to visit and buy pomelos are all domestic; they are [either] Hue citizens living in the city centre or people from other cities and provinces, especially Northern provinces. They often come in groups such as friends or colleagues. On summer holiday, most of them are families with kids. As for the Pomelo Festival, the situation is the same except the fact that there were also a handful of foreign tourists joining.”

On a trip to a farmer’s place organised by NGO2, the researcher had a chance to interview Mrs H, a 40-year-old visitor in the group. She explained what motivated her to visit the farm:

“I wanted to join this trip to really see where my food comes from. I have been buying the produce from this specific farmer in the direct-sale store for more than five years. Indeed, the products there are more expensive, but our family would better choose the safety and quality of the food over its price.”

This answer concurs with a remark made by Mr D:

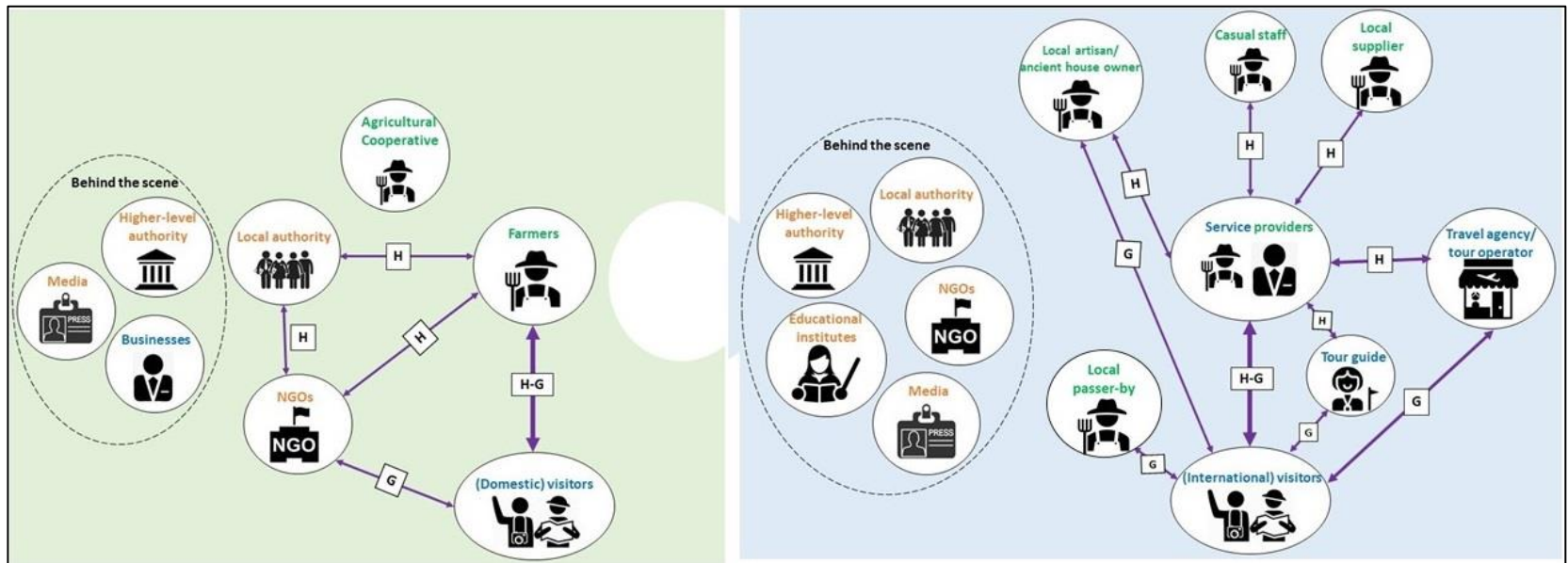
“I would say all the participants of this ‘visit the producers’ activity are our customers; most of them are our loyal customers for years. They mostly join to know the producers of the agricultural produce they buy. The other motivations are simply to have fun or a rural-feeling experience – a break from their bustle daily life in the city.”

### **5.3. Current situation of the agritourism stakeholder network in Thuy Bieu**

From a service/activity perspective, the researcher divided the agritourism phenomenon in Thuy Bieu into two parts for analysis: agriculture-focused and tourism-focused products and services (see Fig. 4.2). The separation was made because the two groups have distinctly different aims, target markets, and key components; that is, whether agriculture or tourism is the predominant activity. This bipartite approach proved to be justified, from a network perspective, given that the research revealed two stakeholder networks that are too disparate to fit together to form a complete agritourism stakeholder network of the village as a whole. It could be argued that putting the networks of the two jigsaw parts together creates a “whole-but-not-complete” stakeholder network of agritourism in Thuy Bieu (Fig. 5.26).

Since the mapping of the network is based on the interviews with related stakeholders in which they identified their respective partners and their interrelations, the resulting maps reflect the networks the stakeholders perceive they belong to. Interestingly, the stakeholders in one part are often oblivious to groups and their practices in the other. For instance, the Tourism Department’s representative – part of the higher-level authority – included tourism-focused activities as part of the tourism practice in the village but excluded the Pomelo Festival which they consider to be an agricultural-development event. Likewise, the PYO farmers and the Agricultural Cooperative perceive the PYO service purely as a direct sales channel to consumers and not as a tourism service that can bring them additional income.

Figure 5.26 The current stakeholder network of agritourism in Thuy Bieu



Note. H: Host, G: Guest, H-G: Host-Guest

Though the two networks share some common actors, the role of these stakeholders in each network is in many cases quite different and no stakeholder is currently playing a “bridging” role between the two parts to enable the formation of a complete stakeholder network. Examples of possible bridging players are the local authority and the NGOs: while currently they play a “behind-the-scenes” role supporting tourism practices in one network, they play the key role in organising an agritourism festival in the other. Given the important role these stakeholders play in the commune, in terms of resources and influence, they would be perfect “bridging” actors to make the current agritourism network complete.

The incompleteness of the stakeholder network of Thuy Bieu’s agritourism is also reflected in the fact that some desired actors and links are still missing, as pinpointed by some of the interviewed stakeholders. From a management perspective, the president of the People’s Committee noted:

“Our desire is that Thuy Bieu will become a tourism village in which local people can benefit more from this value chain. However, there is not yet a specialised management agency overseeing the tourism practice in the village. Currently local people just provide tourism services at their convenience using their available resources without any common service standard or connection between themselves.”

This comment highlights the lack of a specialised management agency, and the consequence of this is the largely spontaneous and nascent practice of tourism in the village. As a tourist destination, Thuy Bieu needs a management board that is responsible for coordinating the development of tourism activities in the village. The board’s role would be to connect related stakeholders and steer them towards common goals in terms of tourism development as well as community development. Such a board could manage the tourism resources of the community, develop and promote tourism products distinctive of the destination, and ensure that the benefits from tourism practices are shared fairly among members of the community.

While the local officers of the People’s Committee of Thuy Bieu commune are aware of tourism, their role is simply to encourage local residents to engage in providing related services in the

hope of improving their income and standard of living. The local officers have few resources for funding or policies to specifically manage and support agritourism practice. Because there is no effective leader or management board, it is more likely that people adopt tourism practices at their convenience and without any consistent standard among service providers across the village. The researcher observed from her interaction with the local authority officers that they are very enthusiastic and passionate about making tourism the strength of the village. However, the officers themselves do not have enough resources to take up such responsibility. Despite the policies and guidance passed down from provincial and municipal levels, management of tourism practice at the local level of the village is still an important missing piece in the agritourism network jigsaw.

A leading role used to be undertaken by the Farmers' Association in the early days of tourism in the village. However, due to some conflict between the organization and the local people, as briefly mentioned by the association's head, the local authority is looking for an alternative that is locally owned and operated so there will be no conflict between the local authority and the people of the village. This is referred to by the president of the People's Committee as completely handing the power to local people for their own management and benefit sharing. The president of the People's Committee once mentioned that the Agricultural Cooperative might be a good fit for this position given that it is owned and operated by the local people. However, the Cooperative has limited resources and lacks professional knowledge of the tourism industry, and so this option has not proved to be suitable.

Another missing actor in the network is *investors* – those with financial resources to sponsor the upgrading of necessary infrastructure and facilities in the village to improve the current standard and range of services offered by the local residents. Lack of financial resources is among the most cited limitations and barriers to agritourism development (Campbell & Kubickova, 2020). The situation in Thuy Bieu is reflected in this comment from one of the local service providers:



“We would love to diversify our services by providing homestay accommodation for tourists; however, such investment is out of our financial ability. We would love to have some investors or to cooperate with businesses who can support us with funding to make it possible.”

While the government provides financial support in the form of loans, such funding is limited and not widely available. Besides, not everyone is confident that the benefit tourism brings will exceed the cost of their investment, and they are hesitant to take the risk. Thus, many local people express the desire to cooperate with tourism companies who are willing to invest in them so they can expand their businesses while sharing the risk of the investment.

An interview with Mr D, the head of NGO2, revealed a potentially important link between two key stakeholders in both network jigsaw pieces. When asked about any potential further links between actors in the network, Mr D commented:

“In fact, the director of HT company once proposed with me to include our ‘Visit the producers’ activity in their offers to tourists. However, we did not say yes at that point since we know we need to develop our practice fully before entering any cooperation. This might be an option for us to consider in the future.”

From a network perspective, this potential link would be an ideal connection between the agri-focused and tourism-focused parts of the network. From a product and services viewpoint, cooperation with HT company would help to strengthen the marketing aspect of NGO2’s “Visit the producers” activity and promote it to a larger audience while benefiting the tourism company with a more diverse product portfolio. However, given the different natures of the two organizations and their different objectives, it would take much consideration before such cooperation between a non-profit and a profit-oriented entity is possible, especially when it comes to the often-challenging area of distribution of benefits. Indeed, the head of NGO2 said distribution of benefits is one of the biggest considerations from the NGO’s perspective.

The vice-director of the Provincial Department of Tourism gave another example of how cooperation between stakeholders could be improved; this time between higher-level authorities:

“At the provincial level itself, there should be closer cooperation between different departments, in this case the Department of Tourism and the Department of Agriculture and Rural Development, when it comes to effort to develop Thuy Bieu into a tourist destination given its agricultural strength.”

The vice-director’s comment emphasises the importance of inter-sectoral cooperation when it comes to any endeavour to develop a community as a tourist destination. When it comes to tourism development, it may seem to tourism practitioners and policymakers that it has nothing to do with other sectors such as agriculture or culture and it is only tourism’s business. This flawed premise, however, causes inconsistency in guidance from different departments to the local community. Given the fact that each department at the provincial level possesses their own set of development guidelines and supporting policies and resources, the local residents might be deprived of the resources offered by different departments if they are unaware of the available supporting policies and projects. In fact, an agritourism farmer trying to improve their current agricultural practice and integrate it into tourism offerings is eligible to receive support from both the tourism and agriculture departments, and potentially other related ones as well.

While discussing how close these service providers are to the community, the president of the People’s Committee shared:

“I many times suggested that the businesses can cooperate with community by providing free English classes for residents, especially kids at local schools, by inviting foreign tourists to join classes with students. This in turn diversifies the experience of their guests while benefiting the local community. However, it has not been implemented yet.”

This comment from the president reflects the expectation from the local authority for more direct involvement of businesses into the community, a source of untapped potential that is beneficial for both parties.

## CHAPTER 6: THE AGRITOURISM SYSTEM

This chapter applies social network analysis to the stakeholder networks revealed in the previous chapter to build up a picture of the agritourism system of Thuy Bieu encompassing key stakeholders and their interrelationships. The chapter first identifies and describes the nodes of the system. The chapter then delves into examining the links between these actors and the networks created. Some recommendations for improvements of the current system are then proposed. The chapter then focuses on the local community's perspectives, examining the different local resources that villagers have integrated into their agritourism offers. This in turn leads to a discussion of the involvement in agritourism of the “insider” – stakeholders residing in the village. These local actors will be the focus of Chapter 7 which seeks to understand local perceptions of agritourism impacts on the community.

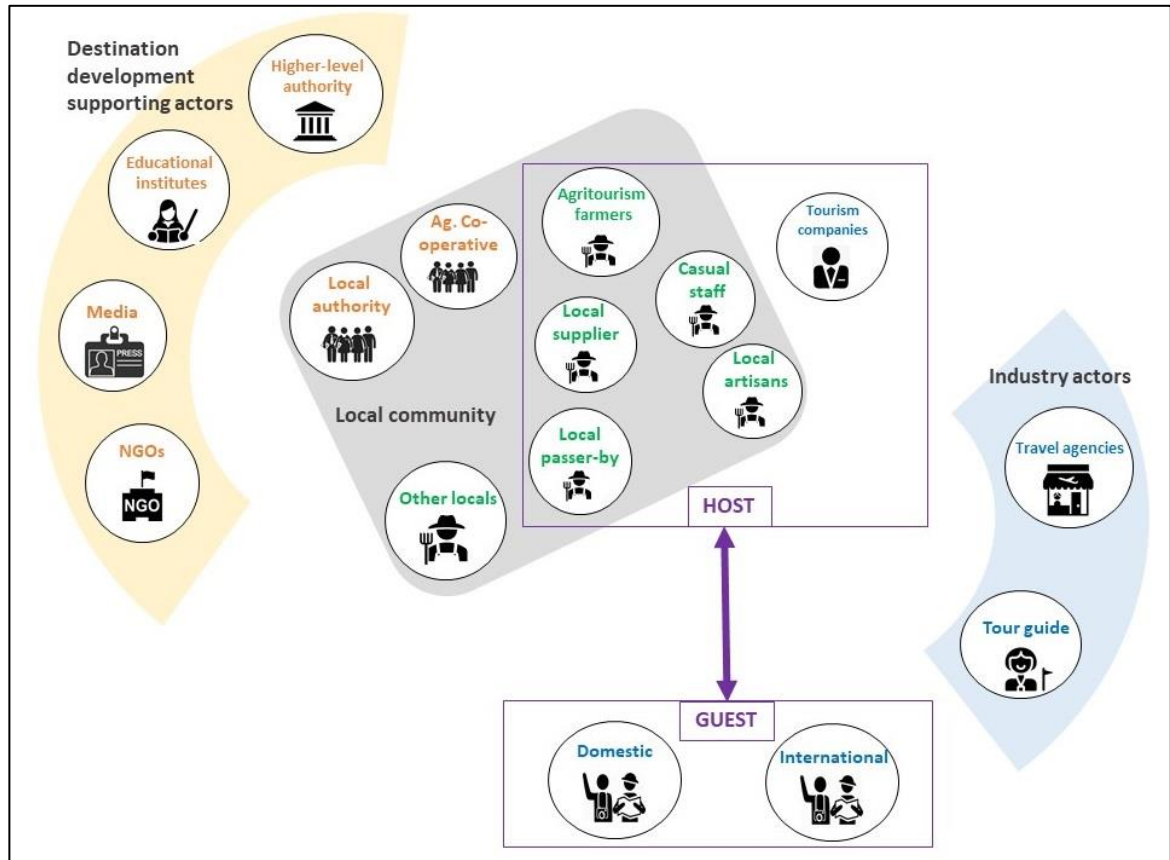
### **6.1. Building the agritourism system of Thuy Bieu**

From an SNA approach, Thuy Bieu's agritourism system includes three components: nodes, links and networks. Each of these elements is identified and described below.

#### ***6.1.1. Identification of nodes***

*Nodes* are actors involved in all the agritourism activities mentioned in Chapter 5, from both the tourism- and agriculture-focused parts of the jigsaw (Fig. 4.2). Based on the main role they play in the practice of agritourism in Thuy Bieu, these actors are classified into five groups: host actors, guest actors, tourism mediators, destination development supporting actors and local community (Fig. 6.1).

**Figure 6.1 Agritourism stakeholder network of Thuy Bieu**



- **Host actors**

The group comprises six stakeholders:

- (1) Tourism companies who provide accommodation services and the Thuy Bieu tour.
- (2) Agritourism farmers host the visitors coming to the village. This stakeholder group comprises the main host of the Thuy Bieu tour, the garden owners offering PYO activities, and the host farmers involved in the “visit the producers” activity by NGO2.
- (3) and (4) In addition to these key hosts, the local artisans and the casual staff involved in the Thuy Bieu tour also play a host role when it comes to the interaction with tourists.
- (5) Local passers-by, given their unintentional encounters with tourists, can be considered a host.

(6) And finally, the local produce suppliers, despite not being directly involved in the tourists' experience, are indirectly linked to the tourism practice through the provision of local ingredients for tourist' food and dining experiences.

- **Guest actors**

The guest actors are the domestic and international visitors to all the agritourism activities. While international tourists are predominant in the market of tourism-focused activities, there is also considerable potential demand from domestic visitors for the experience of visiting and/or staying in the agricultural village of Thuy Bieu. Likewise, agri-focused activities are sought after by international tourists if they are professionally managed and well promoted.

- **Tourism mediators**

In this case, the tourism mediators are the TAs/TOs and tour guides – the two industry stakeholders only found in the tourism-focused activities network. Given their experience and expertise in tourism, tourism mediators play an important role in connecting the host and the guest. By promoting agritourism activities through their marketing channels, travel agencies bring awareness to visitors of the availability of these services provided by local tour operators or residents, and so TAs are an indispensable first point of contact between host and guest. When it comes to the interaction between host and guest at the destination, tour guides then play the key role in connecting the two key players, whether through their own narration to the visitors or as an interpreter facilitating communication between host and visitor, especially in the case of international tourists.

- **Destination development supporting actors**

From a destination development point of view, the tourism practice of a local community is supported by various stakeholders; in the case of Thuy Bieu, four main actors are featured on its agritourism stakeholder network map (Fig. 6.1). The higher-level authority, which refers to the Provincial People's Committee along with its specialised agencies (Department of Tourism, Department of Agriculture and Rural Development, and other related departments), proved to be the most important supporting actor in terms of power of influence and available resources. This actor manages community development through development guidance and policies while supporting local people's endeavour through financial support, capacity building programmes and promotional projects.

Educational institutes (vocational school and universities) also feature in the stakeholder map given their involvement in the skill development programmes for local people engaged into tourism practice, normally as part of projects funded by NGOs or related governmental agencies. Another contribution by educational institutes to tourism development, which is less known and often underrated, are independent research projects by academics or work conducted by students as part of their study programmes. In fact, Hue city and particularly Thuy Bieu are two of the most studied cases by researchers focused on tourism and community development, given their strong local identity and tourism potential and practices.

In addition to the marketing function played mainly by TAs/TOs, it is worth mentioning the role of journalists and reporters who make available information about agritourism offers in Thuy Bieu village to the public, especially when it comes to the domestic market. While this media stakeholder benefits from the relationship by having news and materials for publication, the destination and the Pomelo Festival also benefit from being promoted to visitors.

The last stakeholder in the supporting arc of Fig. 6.1 is NGOs, whose major objective is to support the development of local communities. As Klitsunova (2003) noted, NGOs are important players in agritourism in some developing regions. Given their relatively abundant resources, actors in this group often play a pioneering role in introducing new farming techniques or practices to the community or providing funding for capacity-building programmes. NGO1 and NGO2 put

considerable effort into improving the quality of life of the villagers of Thuy Bieu and helping them to develop their community in a sustainable manner.

- **Local community**

The final node in the Thuy Bieu agritourism network comprises those actors who call the host community home; namely, agritourism farmers, casual staff, local artisans, local produce suppliers, local passers-by, local authority officers, the agricultural cooperative and other locals. The first five actors in this list have already been discussed as they also belong to the host actor group. The local authority is said to be the gatekeeper of the commune or village, given its power of influence as a representative of the government and its local knowledge as part of the local community. This actor plays the coordinating role in all matters or projects with outside stakeholders such as higher authorities, educational institutes, media, NGOs or even tourism companies involved in the village. The Agricultural Cooperative is another important actor in terms of agricultural development of the village. The rest of the local community, those who do not belong to any of the aforementioned groups, are referred to as Other locals. While these people do not engage in tourism practice and do not interact with tourists, they do have an opinion about tourists and tourism given their position as local residents of the host community.

### **6.1.2. Links**

This section examines, from a network perspective, the relationships between the stakeholders involved in agritourism in Thuy Bieu, with the focus being on the resources these actors exchange with each other as the basis of interaction. These resources, also referred to as *links*, consist of information, tourist inflow, services, agricultural produce and financial elements. Given the complexity of tourism as a set of complementary tourist services not just a product, the flow of the resources is examined in all the operations, following the chronological order of pre-departure planning through to the post-trip return of the typical tourist's travel experience (Mitchell & Ashley, 2010; Murphy et al, 2011).

Information is the first network to examine, with potential tourists looking for offers in their desired destination. These potential visitors are then converted into tourists that will come to the destination to experience the service, this then leads to the network service and agricultural produce. The last link is financial resources that result from all previous interaction and service/product provision.

- **Information network**

The information network (Fig. 6.2) is the most complex and involves the most stakeholders. The information discussed is in various forms, which are numbered accordingly. Despite the top-down political system of Vietnam, it is worth acknowledging that higher-level authorities do consider numerous points of reference when it comes to designing policies suitable for the characteristics of a specific province, city or commune. In this case, as noted by the vice-director of the Provincial Tourism Department, the higher-level authority does consult educational institutes as well as local authorities for suggestions and recommendations (link #1) in terms of tourism and community development direction and policies.

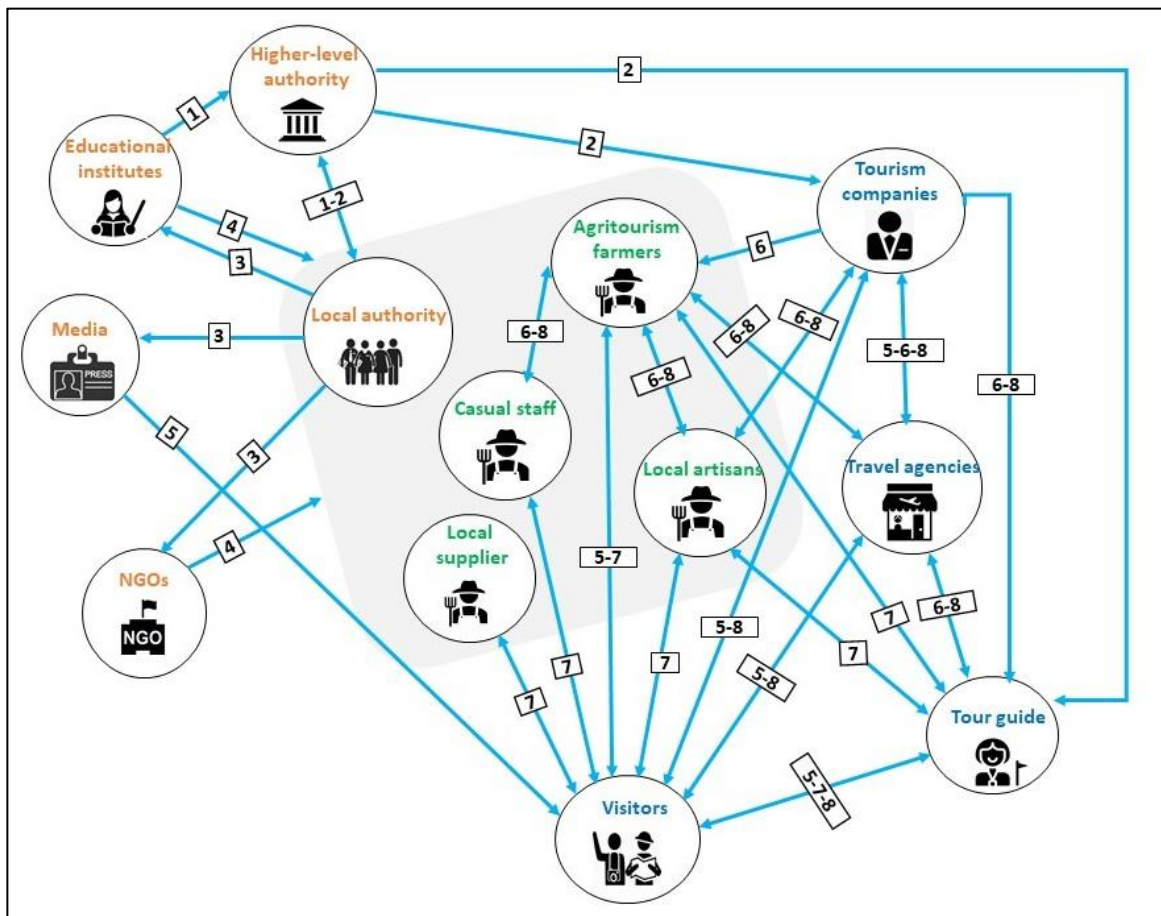
The higher-level authority then passes down guidance, policies and regulations (link #2) for local authorities, tourism companies and other tourism practitioners (e.g., tour guides). More specifically, the Tourism Department is the key agency that directly manages the practice of tourism companies and tour guides in the province, providing regulations that tourism practitioners, both organizations and individuals, must comply with. Once the policies and regulations are passed down to local authorities, their role is to communicate to the local people in the community. For example, the local authority is responsible for making the Thuy Bieu villagers aware of the the policies and projects they can benefit from when it comes to tourism or community development.

As the coordinator between the local community and external stakeholders, the local authority is the first contact point and the key informant for the provision of local knowledge (link #3) for educational institutes, media, or NGOs and to facilitate their access to the village. This local knowledge can take the form of information or statistics concerning the community or, in some cases, local networks/contacts. For instance, the President of the Peoples' Committee of Thuy Bieu, is in





charge of societal and cultural matters relating to the commune, and was the key interviewee when it comes to the current tourism practice in the village. As for the agricultural aspect, he referred the researcher to other local officers such the Head of Farmers' Association or the Director of the Agricultural Cooperative.

**Figure 6.2 Information network**



*Note:*

	One-way information link		Two-way information link
Link #1	Suggestions and recommendations	Link #5	Marketing information
Link #2	Guidance, policies, and regulations	Link #6	Booking information
Link #3	Local knowledge	Link #7	Host-guest interaction
Link #4	Knowledge and know-how	Link #8	Feedback

The main resource that local people benefit from in terms of external supporting stakeholders is knowledge and know-how (link #4), mainly through capacity building programmes and projects. Given their knowledge and experience in the tourism industry, lecturers from the tourism school at Hue University often provide training courses in hospitality skills for villagers involved in, or intending to be involved in, tourism practice; these courses are funded by either the Provincial department or related NGOs. Likewise, agriculture specialists in NGO-funded agriculture development projects use their expertise to assist farmers to gain more knowledge in farming as well as up-to-date farming techniques.

Marketing information (link #5) about Thuy Bieu as a tourism destination is among the most important links in the information network. Various stakeholders are involved in this network as information senders, commonly focused on tourists as the receivers. There is no doubt that travel agencies, tour operators and tourism companies are the main actors who promote information to the tourists. Tourists can also access marketing information in the form of an individual recommendation from their tour guide or from the agritourism farmers who might suggest other places to see and things to do during their stay. Word-of-mouth also emerges as a very important marketing channel among the visitors themselves, especially for domestic visitors engaged in agri-focused activities. Finally, the media also contributes to the promotion of Thuy Bieu village by featuring it as a tourist destination in local newspapers and television.

Link #6 in the network denotes booking information: the number of guests, their reservation details, and any special requests. Once a booking is made by tourists, this information flows from the travel agencies to the service providers (agritourism farmers or local operators/tourism companies) and then to the local artisans and causal staff. If tour guides are included in the package, the booking also flows from the travel agencies to their assigned tour guides, so everyone knows when to expect their guests.

When it comes to the tourist's experience at the destination, link #7 concerns all interaction between the hosts and guests during the service provision. This communication mainly involves the narration about the destination given by the tour guide, or storytelling or local knowledge given by

the local hosts (agritourism farmers, local artisans, casual staff) to the tourists. On occasions, tourists might also unexpectedly encounter and interact with local people during their time in the village. Link #7 also includes the interaction between the tour guide who accompanies the tourists and other local service providers.

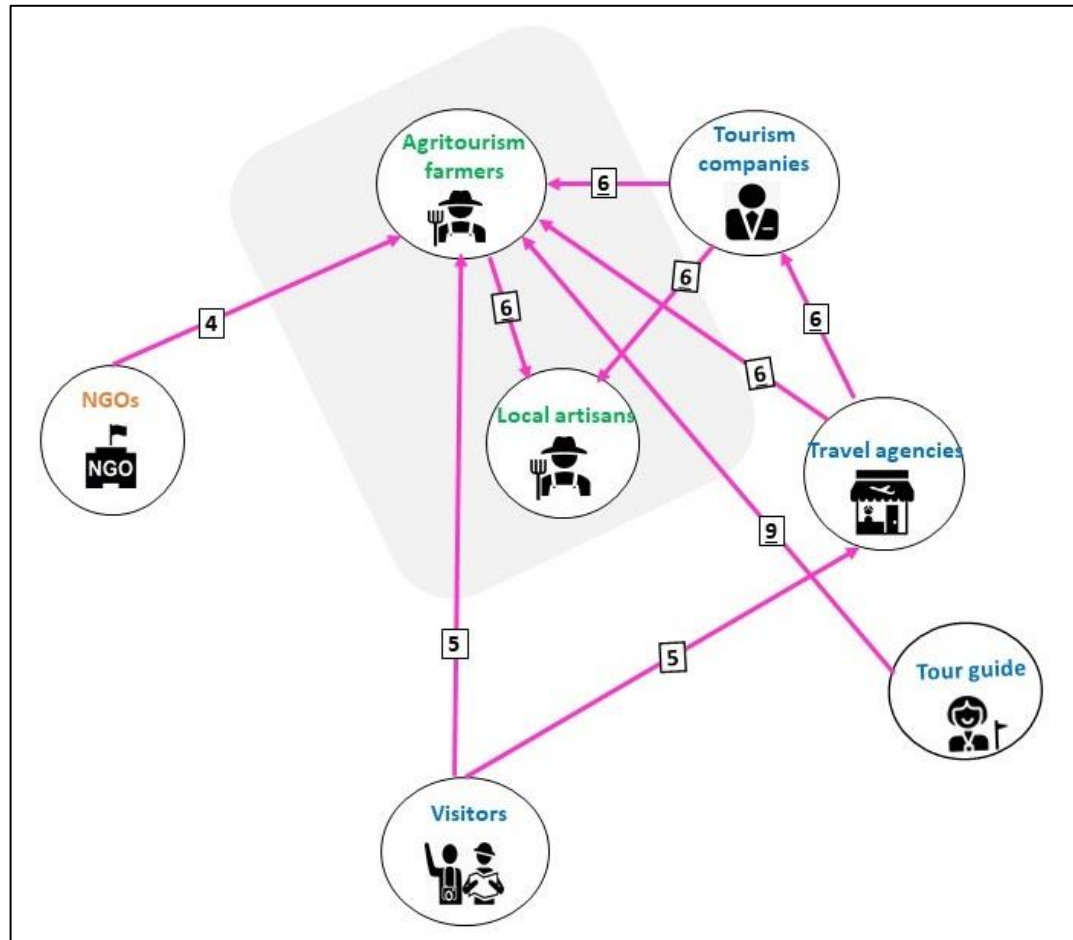
Feedback (link #8) is another information link between stakeholders and occurs after the service offering has been completed. Since tourists might make bookings with travel agencies or tourism companies; these two actors are the ones who receive feedback directly from their customers. Tourists might also share the feedback, in terms of service quality or the host's behaviours, with their accompanying tour guide, and this feedback is then communicated back to the travel agencies or tourism companies. Local service providers and local artisans also share the feedback and comments about their guests for service improvement. While there have been no specialised management agencies overseeing tourism practice in the village, this feedback network is a good system to self-manage and maintain a good standard of service.

- **Tourist inflow network**

Following the information network is the tourist inflow network (Fig. 6.3). NGO2 coordinates bringing visitors to the farmers' places in the "visit the producers" tour (link #4). As a result of the available marketing information (link #5), visitors might go directly to their host farmers when it comes to PYO activities or the Pomelo Festival, or they can go to travel agencies to arrange their travel, especially in case of the Thuy Bieu tour.

Like the flow of bookings (link #6), the tourist flows from travel agencies to either the tourism companies or directly to the agritourism farmers providing the service. As part of the Thuy Bieu tour, the tourists then flow to local artisans. Alternatively, local service providers might receive tourist inflows from their familiar tour guides based on their recommendations to individual tourists (link #9).

**Figure 6.3 Tourist inflow network**



*Note:*



Tourist flow link

Link #4 broughtb by NGO2

Link #6 based on booking with TA/TOs

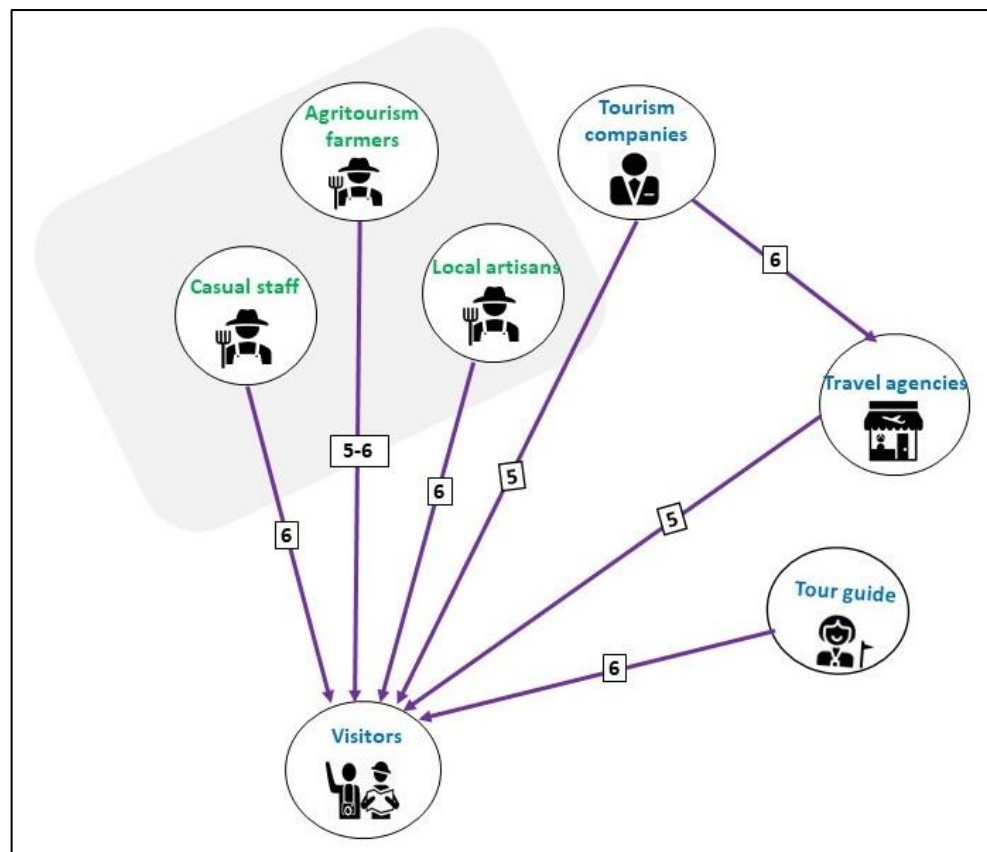
Link #5 based on marketing information

Link #9 brought by tour guides

- **Service network**

Figure 6.4 describes the service link between actors in the network. When the tourists make a booking with a travel agency, the agent can either arrange related services themselves for their customers or they will need that service provided by the local operators/tourism companies. Such arrangements include accommodation, transport and activities within a certain destination. Based on the marketing information (link #5) or the booking made (link #6), service is provided to the tourists by the group of host actors (tourism companies, agritourism farmers, casual staff and local artisans). Another service link is also found between the tour guide and tourists in the form of guidance, narration and interpretation during the whole itinerary.

**Figure 6.4 Service network**



*Note:*



Service link

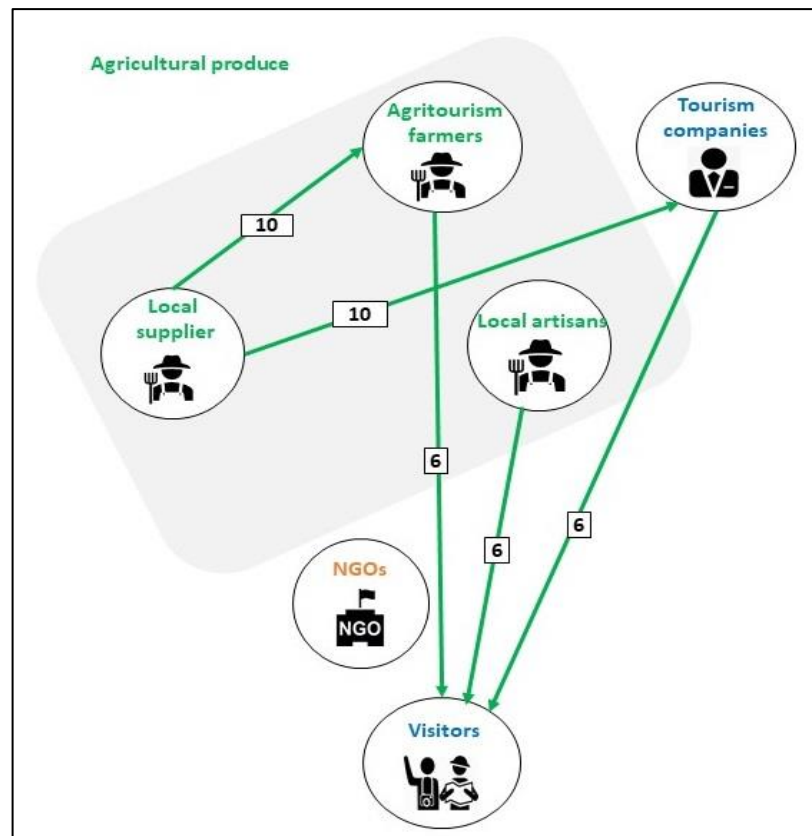
Link #5 based on marketing information

Link #6 based on booking with TA/TOs

- **Agricultural produce network**

Actors involved in agritourism practice are also linked by the flow of agricultural produce (Fig. 6.5). Accommodation in the village, as well as Thuy Bieu tour service providers, use the fruit and vegetables grown in their own gardens (link #6) when preparing food for their guests. If they do not have an ingredient, the local service providers tend to source it locally from their neighbours or the local market (link #10).

**Figure 6.5 Agricultural produce network**



*Note:*



Agricultural produce link

Link #6 broughtb by NGO2

Link #10

based on booking with TA/TOs

In addition to the meals served at the service points, tourists are treated during their visit to fruit from the local artisans' gardens. While it is not expected as part of the service to provide fruit or a snack to tourists, it is an extra act of hospitality from the local painter or incense-maker towards their guests. While agricultural produce is consumed by tourists through the dining experience, in the case of PYO activities or the Pomelo Festival, the pomelo fruit is the major flow explicit in the visitors' experience. NGO2 is featured in the map as the actor overseeing the production process and the produce quality as part of their project. They are not directly involved in the link, but they play an important role in connecting providers and consumers and guaranteeing the quality of the products.

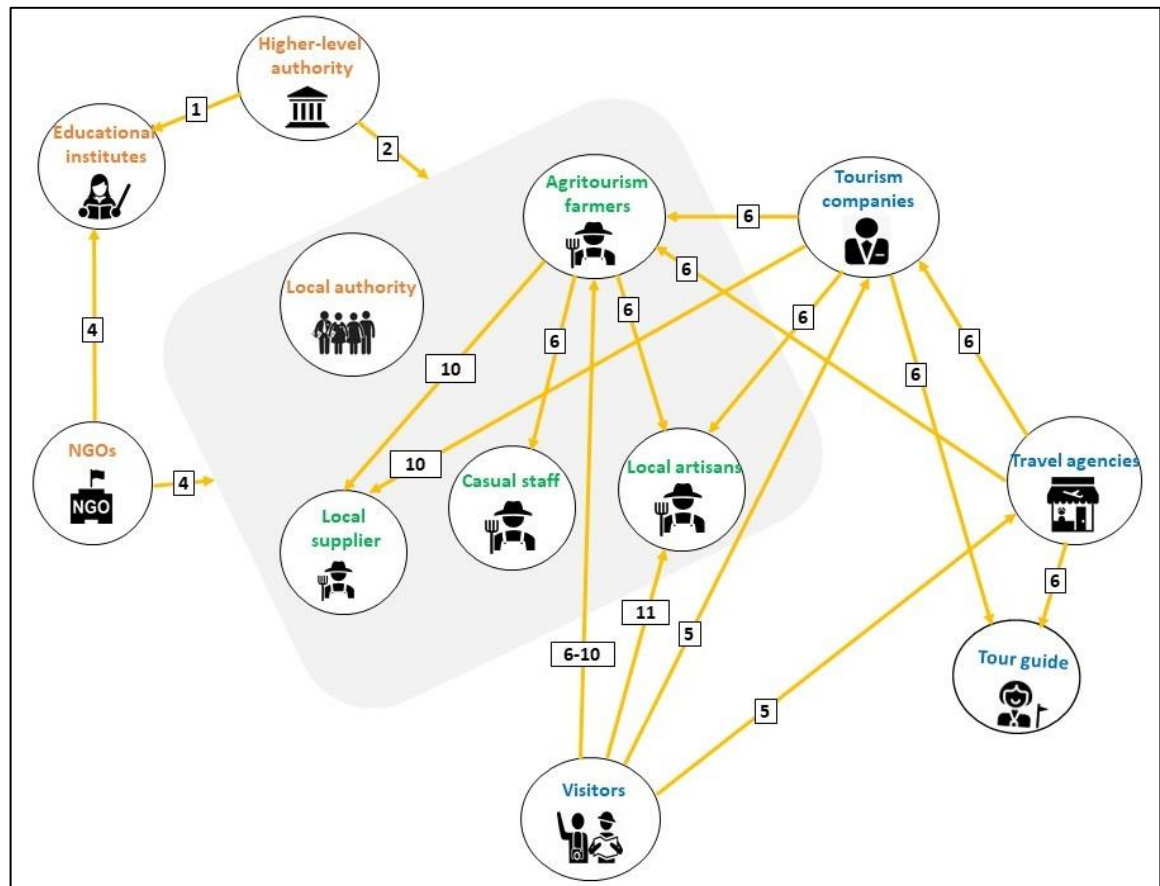
- **Financial network**

Building on the previous discussion, financial links represent important resources exchanged between the agritourism stakeholders in the network (Fig. 6.6).

In return for the work done, the educational institutes receive a budget for their research endeavours from the higher-level authority (link#1) or the NGOs (link #4). Financial resources also flow from the Provincial People's Committee and other departments to the local community in the form of project support (link #2) such as funds for ancient house renovation or loans for CBT involvement. Similar financial links can be seen between NGOs and the local community (link #4) as part of the community development projects. These two financial supports flowing to the local community, coordinated by the local authority, benefit all local people given their role in the project or their intention to engage in tourism activities.

In terms of tourism services provided to visitors, the payment is made by the consumers mainly to the travel agencies or tourism companies. The money then flows to local service providers – the agritourism farmers, casual staff and local artisans – and the tour guide involved in providing service to the tourists (links #5 and #6). Besides the income from the service, money is also transferred from the visitors to agritourism farmers in the form of payments for the agricultural produce purchased. Similar flows can be seen from local service providers and tourism companies to local produce suppliers (link #10). When it comes to local artisans, this actor might also earn extra money from selling their products to the tourists visiting their places (link #11).

**Figure 6.6 Financial network**



*Note:*



Financial link

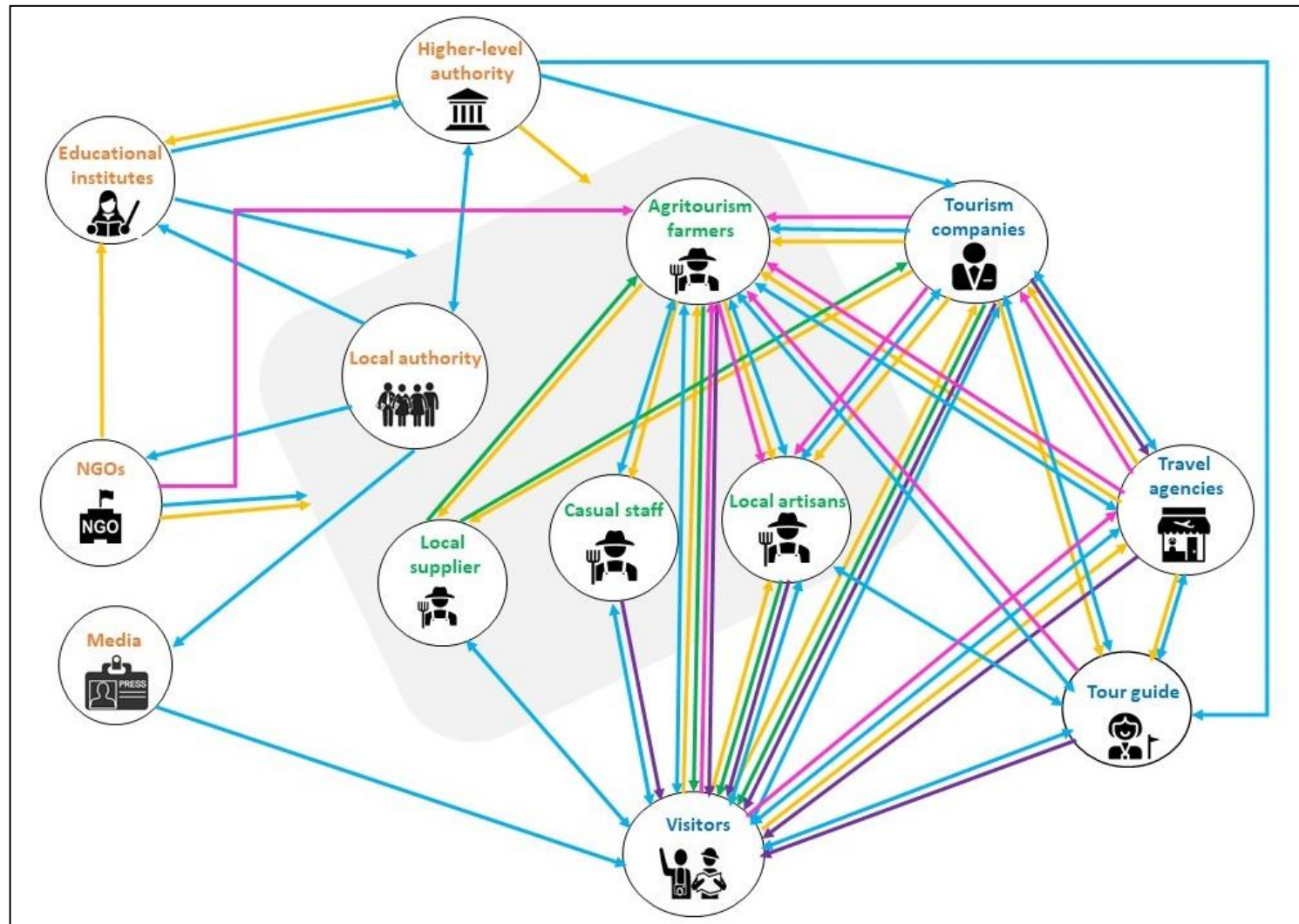
Link #1	Research budget from the Higher-level authority	Link #5	Payment to local service providers
Link #2	Project support	Link #6	Payment to tour guides
Link #4	Research budget from NGOs	Link #10	Payment to local produce suppliers
		Link #11	Payment to local artisans

### 6.1.3. Network

Placing all the networks outlined above into one map (Fig. 6.7) reveals the complete agritourism system of Thuy Bieu. This provides important insight into the different actors and the networks they are part of, reflecting their role in the agritourism practice in the village.



Figure 6.7 Agritourism system of Thuy Bieu



Note:



A review of the density of the examined networks reveals that information comes first, followed by financial resources. These two networks have the most links as well as the most stakeholders involved. This finding is in line with that of Nogueira and Pinho (2015), who pointed out in their work on the nature, structure and composition of stakeholder networks of rural tourism in the context of a Portuguese National Park, that marketing information and financial resources networks have a higher number of connections than other networks.

In terms of centrality of the network, it is evident that the host actors and the guest actors are the stakeholders with the most connections with other counterparts, which aligns with the focus of the thesis on the host-guest relation in the context of agritourism in Thuy Bieu. Second to those two key players as central actors come tourism companies and TAs/TOs – a reflection of their considerable connections with various actors in the system.

Given the specificity of a case study, the system covers a large number of stakeholder groups, with a strong focus on local community. While local community often shows up in network studies as a homogenous group (Saftić et al., 2011; Timur & Getz, 2008), this thesis shows that local community consists of five specific groups of stakeholders involved in agritourism, each with different roles and access to resources. In their study on “agritourism rural networks”, Ammirato and Felicetti (2013) found three groups of local actors – agritourism farm, local suppliers and local workers – which are similar to the local actors identified in this thesis: agritourism farmers, local produce suppliers and casual staff.

## **6.2. Recommendations for network improvement**

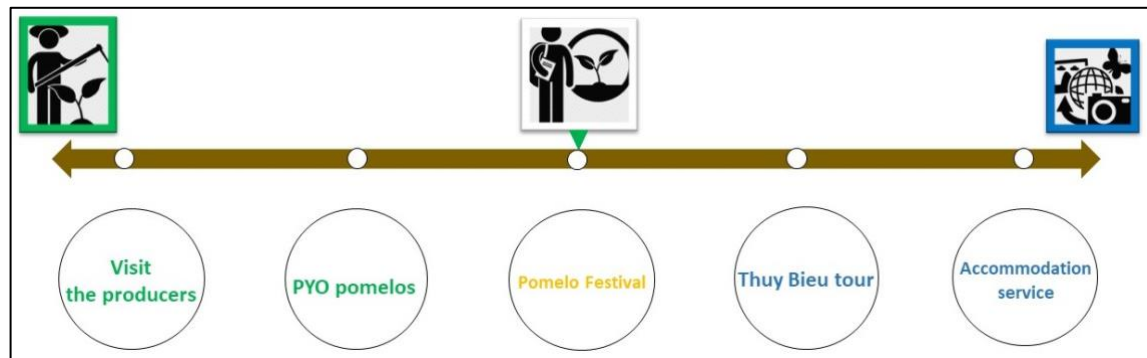
Since the involvement and support of stakeholders is key to the successful development of any type of tourism in a community, it is imperative that the stakeholder network is understood thoroughly by all involved and sufficiently supported for its optimal performance (Byrd, 2007; Frommenwiler & Varga, 2015).

### ***6.2.1. Raising the awareness of agritourism among stakeholders***

The research into Thuy Bieu shows that the village appears to be a relatively typical case of the agritourism phenomenon in developing countries, with its small scale, nascent stage of development and limited awareness on the part of many of its stakeholders. While agritourism products and services do exist, most stakeholders are not yet aware of the agritourism concept or do not consider themselves as part of tourism products. Since stakeholders only engage in a tourism practice when they are aware of its existence and significance, the fact that stakeholders in Thuy Bieu currently have different understandings of the concept of agritourism makes it difficult to create collective decision-making and actions (Hoang, 2019; Waligo et al., 2013). This finding highlights the need for better local awareness of what agritourism is and what it offers.

Agritourism offerings in Thuy Bieu need to be viewed from a different and broader perspective, drawing from a continuum of agritourism products (Fig. 6.8). In Chapter 4's review of the complete picture of the agritourism offerings in Thuy Bieu, the criteria that differentiate the tourism and agri-focused activities are the popularity and the aim of the activity, the target markets and hence the marketing channels, and, of course, the predominant component (tourism or agriculture). The last criterion is the key basis from which to build the continuum presented in Fig. 6.8, with agriculture at the left end, tourism at the right, and the combination between the two, agritourism, in the middle. Below the scale are listed agritourism products and services, with their position on the scale showing which component – agriculture or tourism – is more predominant in each one.

**Figure 6.8 A continuum of agritourism activities in Thuy Bieu**



In the case of Thuy Bieu, while most of the interviewed actors consider Thuy Bieu tours and accommodation services as tourism products, the Pomelo Festival is perceived more as a public event. Interestingly, the PYO activity and the “visit the producers” tour are quite oblivious from the public and are considered by the local authority to be an agricultural gathering rather than a tourism product.

The act of putting these products and services onto an agritourism continuum can help to raise awareness among related stakeholders in terms of the tourism products available in the village. While the Thuy Bieu tour and accommodation services are already known as tourism services, recognising their agricultural components and promoting them will provide more highlights and selling points to the current offerings, especially for nature and agriculture and food lovers. Making the agricultural components of the current offerings more explicit will also make the tourism product portfolio of Thuy Bieu more consistent in the sense it would elevate the destination’s identity through its agricultural produce – namely, the pomelo. When it comes to the PYO activity and “visit the producers” tour, being listed as tourism products rather than just agricultural ones would help these activities to gain attention and thus support from tourism industry stakeholders, especially in terms of marketing and promotion. In turn, this would lead to an increased awareness among tourists (demand side) of the products and services on offer at Thuy Bieu as well as by the farmers and the local community (supply side).

A continuum is a more flexible tool to classify available agritourism offerings based on their agricultural component than previous agritourism typology frameworks. The researcher broadly

defined the criteria for the agricultural component of the continuum based on Phillip et al.'s (2010) definitional elements of agritourism: type of farm, contact with agricultural activity, and authenticity of experience. In the context of developing countries where official definition and regulations are often not readily available, this continuum will be useful for stakeholders to have an awareness of the agritourism products and services available, as well as to enhance levels of awareness and support from relevant sector stakeholders (agriculture and tourism). In this sense, activities such as PYO will no longer be excluded from the tourism product portfolio and the cooperation between actors from the two sectors will be strengthened and promoted.

### ***6.2.2. Official branding of Thuy Bieu as an agritourist destination***

The lack of awareness of agritourism among the stakeholders has resulted in an ambiguity in labelling the tourism practices in Thuy Bieu as agritourism, which, in turn, hinders the promotion of the village as an agritourist destination. From a policy perspective, the local authorities and residents involved call the practice community-based tourism, according to the common guidance from the Provincial Tourism Department. However, from a business perspective, they seem to promote Thuy Bieu more as an eco-tourism destination. While these labels somehow align with the common images that tourists have in mind about Thuy Bieu, which are rural life and greenery, neither label – community-based tourism or eco-tourism – really showcases the biggest competitive advantage of the village's agricultural practice and tradition. It is interesting to note that local practitioners are aware of and relate to the current products and service on offer in Thuy Bieu being labelled as sustainable tourism, green tourism, eco-tourism and agricultural tourism. However, there is not yet agreement on which label will fit and benefit current practices the most in terms of promoting the destination to tourists.

Considering the global mosaic of activities labelled agritourism, it is evident that a handful of such activities have already been implemented in Thuy Bieu although they have not been explicitly promoted as agritourism. Examples include the Thuy Bieu Pomelo Festival, visiting pomelo gardens, cooking classes using pomelo as ingredients, herbal foot baths with medicinal leaves from the gardens, homestays at the farmer's place, and the "experience a day in a life of a farmer" activity.

Given the relatively nascent use of the agritourism concept in Asian countries in general, and in Vietnam in particular, and the fact that tourism practitioners are exposed to more general concept such as CBT or sustainable tourism, it is understandable why this label has not been adopted in Thuy Bieu yet. This thesis suggests an official adoption of the concept of agritourism in labelling the practice of tourism in Thuy Bieu could be effective for destination promotion purposes.

While its pomelo already has a trademark, Thuy Bieu tourism has not adopted an official label and brand for its practice. This causes some confusion among different stakeholders in the sense that tourists do not know what to expect from the service and no specific body or organization takes charge of implementing the tourism experience. Moreover, the tourism activities offered in Thuy Bieu are often very similar or even identical to those in other villages and areas in the province. Adopting agritourism with a spotlight on the Thuy Bieu pomelo may help to address these issues. The Thuy Bieu pomelo has always been the signature of Thuy Bieu village, not to mention its official recognition with a trademark, and thus could be a selling point for Thuy Bieu tourism. Focusing on its proud agricultural resources and products, especially the Thuy Bieu pomelo, would give the commune a competitive advantage over other localities and areas.

A branding focused on pomelo would help relevant stakeholders to understand and better develop agritourism practices. Agritourism providers such as businesses in the area and local residents will understand their strengths better when designing products and service with more distinctive features. The local authority will have more explicit policies and strategies to support agritourism products and services and assign a specific body or unit to oversee their implementation, thus enabling closer cooperation between the agriculture-related and tourism-related agencies. Most importantly, visitors, both international and domestic, will have a clearer idea of what to expect from the destination, thus making a visit to the village more appealing.

### ***6.2.3. Understanding the stakeholder network and enhancing collaboration***

To ensure optimal network performance and facilitate the development of agritourism in a destination, it is vital to acknowledge the agritourism system in terms of its stakeholders, the roles

they play and the way they work together (Davis, 2001; Denman & Denman, 2004). Agritourism is considered as a contact point between what the agriculture-based community has to offer and the tourist (Ammirato & Felicetti, 2014). The local community owns the local resources, both natural and cultural heritage, and is the host within the destination (Hainsworth, 2009). Thus, the local community has an important role to play in developing and providing services and products with local characteristics to meet the tourists' needs. And while the local service providers – the agritourism farmers and other locals involved in tourism – play an important role in the implementation and development of agritourism in the village, it is also necessary to consider the perspective of the wider group of locals.

The community does not develop agritourism on its own, but with support from other related stakeholders. This is where TAs/TOs, government, local authorities and NGOs come into play. As Romero and Tejada (2011) put it, TAs/TOs are the key mediators between tourism service suppliers and the customers/tourists in a basic tourism value chain. Effective collaboration within the system will result in a win-win situation for any stakeholders involved. For example, TAs/TOs need tourism products to offer to their potential customers, and while agritourism farmers have those products, they need to promote them to tourists (Nickerson et al., 2001). Unfortunately, a lack of communication between these two actors – the TAs/TOs and the local service providers – is a common situation in most destinations, even in developed agritourism markets such as the US (McGehee, 2007).

While most villages in Vietnam have a management board (Doan, 2006; Nguyen, 2015), this is not the case for Thuy Bieu village due to its position as an administrative unit of the Hue city. This means there is a missing piece when it comes the management of tourism in the destination. In the context of developed agritourism markets, such a position is often taken by the local destination management organization (DMO). DMOs are considered to be the most powerful actors given their centrality in the network, and the dependency other stakeholders have on them (Timur & Getz, 2008). While the local authority of Thuy Bieu is the gatekeeper, with the possibility to link the community with external resources in tourism development (Aref et al., 2010), it does not have suitable knowledge, skills and resources to take up the leading position. This lack of capacity in the public

sector in terms of planning, marketing and developing tourism effectively has been previously identified as a major obstacle to the development of tourism in Vietnam (Nguyen, 2015). There is a need for more discussion among stakeholders to find a common voice and decide on a managing actor to oversee agritourism development in the village.

### **6.3. Local people's involvement in agritourism practice**

#### ***6.3.1. Local assets involved in agritourism offers***

Agritourism is a phenomenon widely known for its strong dependence on local natural and sociocultural resources (Paniccia & Baiocco, 2021). Thus, it is useful to study the local resources and assets that are incorporated into agritourism products and services in Thuy Bieu and which make the offerings by the local residents distinctive and unique. These assets can be either individually owned by one individual or household, or collectively shared among members of the community. The assets can be either tangible, like a garden house or agricultural produce, or intangible, like the local lifestyle, cuisine, and folklore. The assets are involved in tourism practice to varying degrees and in different ways depending on their use by various service providers.

A prime asset is the garden house, one of the village's key heritage attractions. Architecturally speaking, the garden house is a symbol of the harmonious blend between human architecture and nature, reflecting the elegance and character of the ancient capital's people. A sketch of a typical garden house is shown in Fig. 6.9. Also referred to as an ancient house, this building is usually fenced with a row of carefully trimmed *Acalypha siamensis* (hibiscus). The main architecture in the garden is a wooden house meticulously carved and elaborately decorated; called the Zen house, it is a place to worship the ancestors. Next to the Zen house is the auxiliary house, which is a residence for family members. The Zen houses in Hue are usually slender with small pillars and straight, thin roofs. The roofs are adorned with various types of patterns with motifs of dragons or stylised flowers and leaves on the roof line or corners. The art of inlay carving is considered a unique feature of this type of architecture. Normally, there is a fish tank and rockery in front of the house, reflecting feng shui principles. The remaining space is the immense garden, which is the highlight of the whole complex.



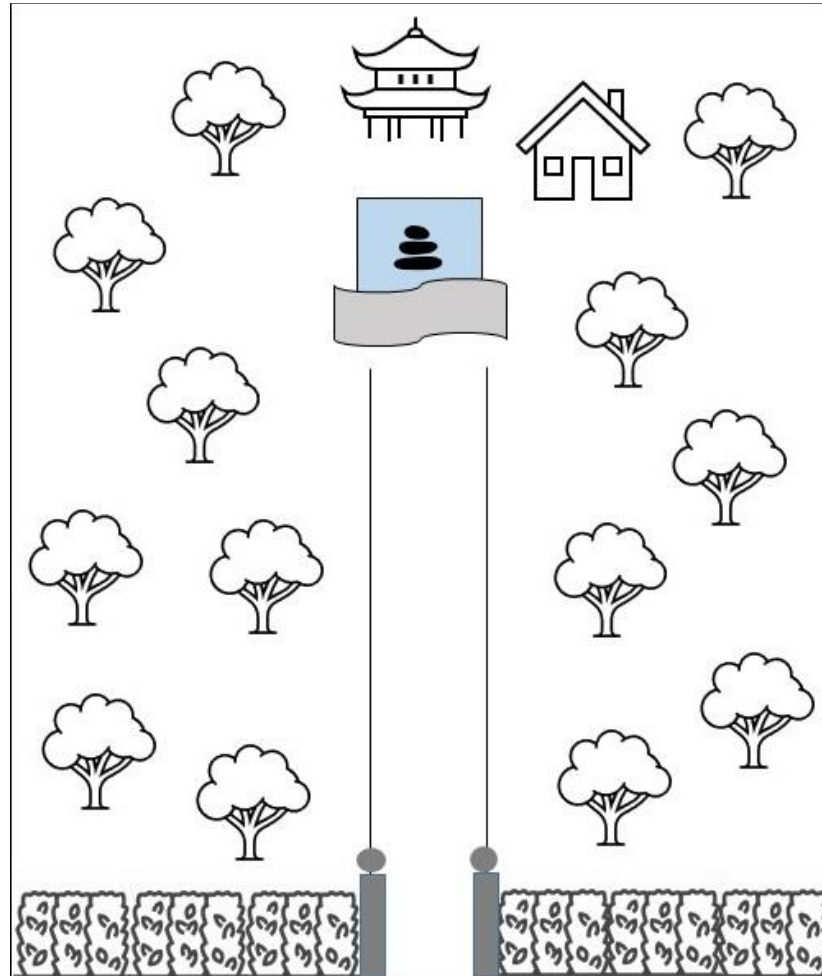
The garden is filled with various trees, fruitful all year round, of which the pomelo tree is predominant. The size of these places is quite impressive, ranging from 1124 m<sup>2</sup> to 16,763 m<sup>2</sup> (PPC, 2016).

While the residential house is for family members' use, and the garden is generally accessible to the owner's guests, the way they involve the main architecture – the Zen house – into the tourism practice varies from owner to owner. One owner is totally open in terms of the display and use of his ancient house. In fact, he always opens the Zen house's door and uses that space to sit and greet the tourists. Another often closes the Zen house and only opens its door when there are visitors coming. In this case, the tour operator/coordinator needs to inform the owner of the booking beforehand, so they are available at home to welcome the guests. There is also an owner who leaves the Zen house open but does not use it as a space to serve the tourists. In fact, he invested in building a pavilion amid the garden as the service space while the Zen house is just for viewing. The tourists can see the Zen house from outside or step in if they want to, but they are not to sit and chat in that space. Lastly, one ancient house owner only engages indirectly in the tourism practice by leasing a piece of their garden for the tourism company to provide tourism services. Their Zen house is always closed, but the owner is flexible enough to open the door for visitors if personally requested.

Behind these varying approaches is a cultural factor. One of the ancient house owners explained:

“For Vietnamese people and especially for us – Hue people – ancestor worship is a core feature in our culture, and we consider the ancestor altar as the most sacred space in the house. Thus, it is our traditional custom to always keep the Zen house, where we earnestly place our ancestor altar, close for the serenity. Only seniors of the lineage or men in the family formally dressed are to perform worship ceremony on special occasions.”

**Figure 6.9 Sketch of a garden house with a Zen house**



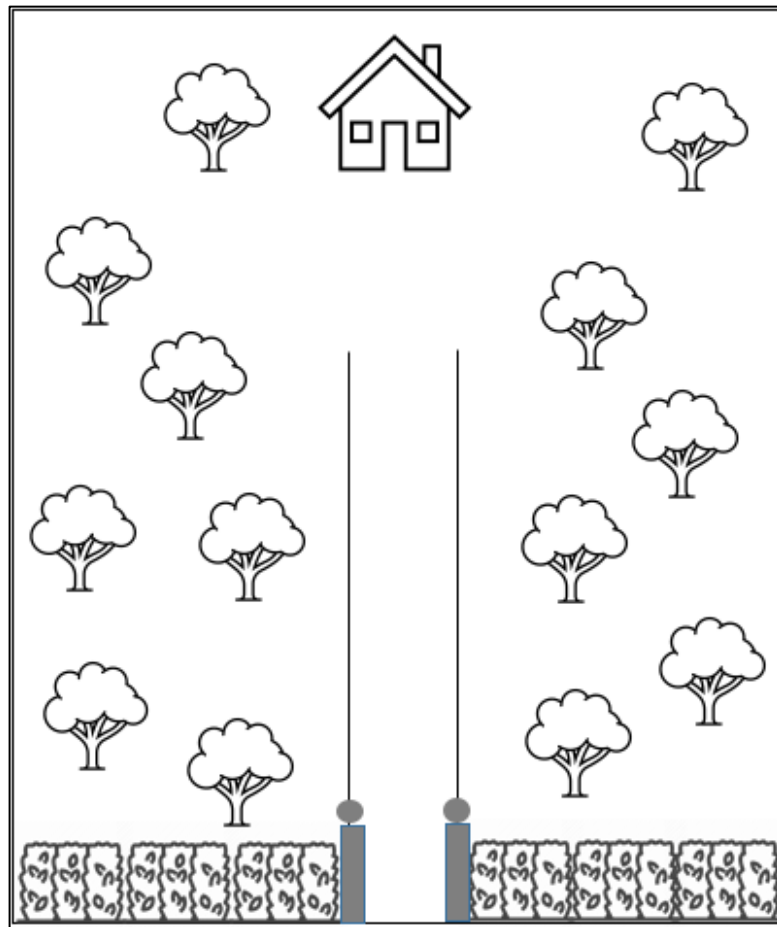
This comment shines a light on the openness of Thuy Bieu villagers to reconciling their cultural beliefs with their engagement in tourism practices. Residents flexibly incorporate their cultural heritage into tourism service, to varying degrees, for they know its huge value as part of the tourists’ experience. A local service provider of Thuy Bieu tour noted:

“Two critical conditions of a local household to be chosen as service point by the TAs/TOs are to have a vast garden and an ancient house. The latter is made into a point of attraction because there is folklore along with it, given its cultural and historical values. Otherwise, there is nothing to tell tourists about.”

While not all Thuy Bieu villagers have an ancient house to showcase to the tourists, many have a substantial garden of fruit trees, especially pomelos. This agricultural setting is the key element for those who want to provide agri-focused tourism activities. A common garden house of a farmer

(Fig. 6.10) simply consists of the residential house and the garden. While the PYO agritourism farmer merely needs to clean up their garden for the visitors' experience, be it a PYO activity or garden sightseeing tour, those who are involved in the “visit the producers” activity held by NGO2 also serve the guests in their house, mainly on the veranda where the visitors are seated and served their meal.

**Figure 6.10 A normal garden house**



The garden component of the complex is important not only in creating the distinctive natural and agricultural landscape of Thuy Bieu, but also in producing the signature pomelos and other agricultural produce as the main source of income for most villagers, as well as food for their daily use and to serve to tourists coming to the village.

The second local asset that Thuy Bieu's people incorporate into their tourism offers is the produce from their own gardens. Discussing the village's highlights as a tourism destination, the president of the People's Committee expressed:

“Two unique selling points of Thuy Bieu as a tourism destination are our specialty pomelos and the dining experience at local people’s house. Visitors love seeing the fruits on the trees and having hands-on experience picking them. As for international visitors, they are very into experiences with local people, especially cooking and eating local food.”

Indeed, it is clear from the PYO pomelo experience that the fruit is the key element of this activity.

In addition to its basic use as a fresh fruit, the versatility of the pomelo also fascinates tourists when local home cooks use it as an ingredient in a variety of dishes to serve them. One of these delicious dishes with typical Hue flavor is dried squid or shrimp pomelo salad (Fig. 6.11). This seasonal treat is much sought after by tourists, especially domestic travelers. The perfect combination between the dryness of the squid and the freshness of succulent pomelo pulp results in a lively and refreshing dish, not to mention the mouth-watering spicy dressing and the vibrant colors made up of various locally sourced ingredients and herbs.

**Figure 6.11 Pomelo salad served at TB Homestay**



As a dessert, tourists are served with pomelo sweet soup (Fig 6.12), especially made from the inner and soft white skin located in the rind of pomelo, and some pomelo freshly picked from the garden (Fig. 6.13).

Another pomelo-made delicacy that also features in tourists' experiences in Thuy Bieu is pomelo rind candy. In most Thuy Bieu tours, tourists can witness the making of this confectionary (Fig. 6.14) while enjoying their foot bath. The candy is a perfect souvenir which tourists can buy home from the trip to the village (Fig. 6.15).

**Figure 6.12 Pomelo sweet soup served at TB Homestay**





**Figure 6.13 Fresh pomelo served at TB Homestay**



**Figure 6.14 Candied pomelo in the making at TB Homestay**



**Figure 6.15 Candied pomelo in package beside a fresh pomelo**



While the pomelo is often under the spotlight, it is also worth mentioning that other locally grown and sourced agricultural produce is commonly featured in the tourism offer in other various forms. Aware of the bookings a day beforehand, the local host usually uses ingredients from their garden or their neighbours' or the local market to make sure the food is freshly made on the day to serve the coming guests. The products available from their gardens include seasonal fruits (pomelo, banana, mandarin, guava, peach) to treat the guests and all sorts of vegetables to make Hue's typical dishes such as fig salad or banana flower salad.

Agricultural produce is not only featured in the dining experience but also in other service such as the foot bath and massage. The herbal water for the foot bath and the essence oils for the massage are made from aromatic leaves of various medicinal plants (e.g., Indian heliotrope, pomelo, mugwort, piper lolot, lemon grass and ginger) that grow in the host's garden or elsewhere in the village.

Local people not only bring their local produce but also their cooking skills to turn these ingredients into delicious local dishes. A local host of a Thuy Bieu tour commented:

“Tourists often go for dining at the local people’s place because they want to experience local culture with local people. They sure know that we are not master chef in 5-star hotel or resort. [Laugh] In fact, what they expect is not only the food, but an experience of eating local food with its original local taste made by local home cooks in a family atmosphere at local people’s places.”

The dining experience is even more interesting when it is combined with the cooking class activity, which involves more interaction between the home cook instructors and their guests. On such occasions, there is a space for local people to show the guests their cooking skills as well as their social skills (communication, instruction) and the typical traits of Thuy Bieu villagers – hospitality, helpfulness and kindness.

Given the abundant history and traditions of the village, folklore is another element that local people incorporate into their tourism practice. As a place of attraction, the ancient house is often introduced to the tourists by the tour guide accompanying them. However, when a local host welcomes tourist to his house, seats them and treats them with tea and fruits and then proudly tells them stories about his noble lineage, his beautiful ancient house and other interesting features, the tourists are provided with a deep and unique experience. The ancient house sightseeing activity is not only about a tangible heritage – the ancient house – but also about intangible assets such as the folklore behind the structures.

When it comes to the PYO activity, local knowledge – such as tips shared by local farmers on how to choose a good pomelo to pick from the trees, or even how to peel the fruit to make the rind into a wearable hat for a child – and the interesting folklore about the history of the pomelo helps to make the experience more valuable and unforgettable for visitors.

Local knowledge of things like the convoluted village paths is an asset that makes residents the perfect guide to lead (groups of) tourists during their visit to the village. The researcher found it was never easy to navigate within the village – even with the help of Google Maps. Therefore, in



cases where the professional tour guide accompanying the visitors is not familiar with the place, they will request assistance from a local guide to lead them smoothly throughout the village sightseeing tour.

### ***6.3.2. Local people's involvement in agritourism practice***

The analysis of the agritourism phenomenon in Thuy Bieu shows vast differences in the extent to which local people get involved in agritourism practice; that is, the service they provide and how they do it, the way they interact with tourists, and the resources they invest into their practice. These local actors are put onto a continuum of involvement, based on three criteria: the role they play in the tourists' experience, the resources they involved in their service, and the degree to which they interact with their guests.

- **Primary hosts**

The agritourism farmers are the primary hosts, the main host of any agritourism activity. Their encounter with the tourists is intentional and based on a commercial exchange, which can be a contract with the tour operator or travel agency in the case of local service providers of the Thuy Bieu tour, or a verbal agreement with their prospective consumers as for garden owners offering a PYO service. In some cases, the agreement may be with the organising body (NGO2), as for the farmers hosting visitors in the “visit the producers” activity. Given this commitment, more than any supply-side stakeholders, this group take the most responsibility for the quality of the service. The interaction that primary hosts have with tourists is better planned and more structured than that of other host actors in the sense that they have a certain standardised or formal process to serve their guests.

In addition to their effort in the form of time and skills in providing the service to the tourists, primary hosts open the doors of their home space to welcome the guests. Using their home space and agricultural setting as the service place allows guests to be exposed to not only the service itself but also the authentic daily lifestyle and agricultural practice of local people. Moreover, property owners use the agricultural produce available from their own garden to treat the tourists or to offer the PYO activities. Besides the available resources, some may even put additional financial investment into

the practice in the form of building the necessary infrastructure or facilities; for example, building a pavilion, renovating the bathrooms, or building some extra rooms for a homestay service. This financial investment can come directly from the owner's savings or as a loan from a financial institute.

- **Secondary hosts**

Secondary hosts join the primary hosts to deliver a complete tour to tourists. This group includes casual staff, local artisans and local produce suppliers. Casual staff may assist the main hosts in preparing the food, delivering the cooking class, providing massage services, or serving as local guides helping the groups of tourists navigate easily within the village during the sightseeing tour. This group of actors is employed ad hoc and as needed, generally during peak periods when the number of bookings exceeds the normal serving capacity of the host households. What the secondary hosts bring to the tourism practice is their time, skills and, in some cases, local knowledge. The encounter they have with the guests is intentional and it brings them a defined benefit in return for the service they provide.

Local artisans and garden house owners allow tourists to visit their abodes as part of the Thuy Bieu tours. These actors invest considerable resources into their interaction with the tourists. In the case of the local artisans, for example, they use their own home space to seat the guests, take time to welcome them and showcase their traditional handicrafts (incense making and silk painting). They also offer their guests the opportunity to have a hands-on experience making the crafts. All these elements create an authentic experience with local people for the tourists, through which they are not only exposed to the traditional handicraft of the village but also the lifestyle, home space and local knowledge shared by the local people. The encounter these actors have with tourists is also intentional; indeed, it is quite similar to that of casual staff.

Local produce suppliers are also considered to be secondary hosts, given their important role in owning the local resource (local produce) and bringing it into the tourism practice to serve the tourists.

- **Passive hosts**

Next on the continuum are the passive hosts; these are the local passers-by in the stakeholder network. The encounter between a passive host and the tourists is unintentional and spontaneous, characterised by limited interaction ranging from quick eye contact, some body language and simple verbal communication (e.g., smiling, waving hands, saying hi). As the encounter takes place in the common spaces of the village, it is worth acknowledging that these local people invest in tourism in a de facto sense through collectively owned resources via their (tax) investment in public infrastructure that tourists use, such as roads and sanitation. However, this group do not actively invest any of their individually owned resources into the interaction, which explains their label as a passive host.

- **Local authority**

When it comes to local people who are not involved in either tourism service provision or tourists' experiences, there are the local authority, agricultural cooperative and other locals. Given their management role in the local community development and their indirect "behind the scene" involvement in facilitating tourism development, the local authority and agricultural cooperative are listed in one group, collectively labelled "local authority". While the agricultural cooperative is very specific to the case of Thuy Bieu, the label chosen facilitates the generalisability of these actors to other contexts, which will be discussed later.

- **Other locals**

Last, but not least, are the rest of the community who are completely uninvolved in tourism practice.

It is interesting to note the dynamic construct of this continuum in terms of the number of groups that one local person might belong to and their switch from one group to another. This dynamic has been mentioned in the work of Albrecht (2013) in the context of network constructs. The local authority officer interviewed during the research is a very typical example. It was interesting to see him choosing the perspective from which he answered the questions during the interview. As a local resident of the village, he and his household are not involved in tourism practice in any sense, so while he is a member of the local authority group, at the same time he is also an "other local". Mrs PL is another illustration of this dynamic – playing two roles at the same time. On one hand, she is a

casual staff member of the tourism company providing a Thuy Bieu tour, which makes her part of the secondary host group, while on the other hand, she and her household provide PYO pomelo activities for agritourists, putting her in the primary hosts group. Those who are currently not involved in tourism practice – other locals – can, of course, change their mind and start providing tourism services, shifting them into the primary host group, or vice versa.

## CHAPTER 7: IMPACTS ON LOCAL DEVELOPMENT

Drawing on the discussion about the different degrees of involvement in agritourism practice by local people in the previous chapter, this chapter examines the impacts that agritourism has on the community and its development from a local stakeholders' perspective. The chapter also points out the link that these impacts have with sustainability-related concepts, which serve as a basis to conceptualise agritourism as a tool for sustainable development in Thuy Bieu. The chapter then investigates the reactions of local people towards agritourism and agritourists. The chapter concludes by proposing recommendations for agritourism development of the village.

### 7.1. Host perceptions of agritourism impacts on local development

#### 7.1.1. *Host perceptions of agritourists in Thuy Bieu*

It is important to understand what residents think of the tourists before getting to know their perceptions of tourism impacts overall. The local people generally perceive the agritourists visiting their village positively, using adjectives such as “nice”, “polite”, “decorous”, and “willing”. One of the characteristics of tourists that local people appreciate the most is their courteous and respectful manner when visiting the host's place, which shows their willingness to engage with the cultural norms of the host community. As evidence of such desired behaviour, Mr TTP, one of the Thuy Bieu tour service providers, commented:

“All of the tourists coming to our place are very nice and polite. Though our Zen house is open, they always ask for permission to come in and take photo of it. Before entering, they even deliberately put off their shoes. I am happy they are aware of how important and serene that space is in our house.”

Such respectful behaviour from the tourists might partly explain the openness and generosity of the hosts. This is the case for Mrs B, a garden house owner who has her Zen house closed but is still very willing to open the door for visitors when asked.

“The tourists are all nice and decorous, so I have no reason to say no to their request. They are eager to visit so I am willing to welcome them. I have so much fruit from the garden that our family might not be able to finish on our own so

why not treating them with it? I know they just come to happy people and I am happy they are willing to visit my place.”

Another positive perception the local people have about their guests is their eagerness to learn new things and openness to interaction. Giving more detail of this attribute, Mr HXD, a local service provider of Thuy Bieu tours, explained:

“Tourists are eager to learn new things. They are especially attentive when I told them stories about my place, my family, our tradition, and customs. They are even more excited when it comes to interactive elements of the experience. For example, when I explained to them how to choose a good pomelo and pick it properly and asked them do it, or during cooking classes when they have hands-on experience making of their own food.”

The tourists’ desire to interact with local people is also reflected in their eagerness to communicate with the host despite the language barrier. As Mrs PL, a staff at TB Homestay, noted:

“Since they know we cannot speak foreign language, they still keenly try to communicate with us through body language. The tourists often smile at us and do a thumbs-up to express their satisfaction or liking of the food I cooked for them. Some even tried to speak some Vietnamese words they know, such as “cam on” (Thank you) or “rat ngon” (very delicious). It is very cute, though!” [Laugh]

Like Mrs PL, a Canadian tourist did not see the the language barrier as a problem either:

“I think the language barrier is not problem for us. We interact with body language; we can understand each other well and it even gets funny sometimes.”  
[Laugh]

Both comments are evidence of another approach to looking at the language barrier. While it is commonly seen as an obstacle when a stakeholder cannot speak the language of the visitor, this situation highlights the willingness of both parties to communicate regardless, as well as the respect they have for one another in trying to speak one or two words in the other’s mother tongue. It is also worth acknowledging that the foreignness of the host’s language does contribute to the slight disorientation that enhances the authenticity of tourists’ experience (Tiberghien et al., 2020).

According to the Mr HTD of the Thuy Bieu Agricultural Cooperative and some of the PYO farmers interviewed, domestic visitors seeking a PYO experience are characterised by a keen awareness of the environment, especially with regards to food-related matters (e.g., environmental protection, food origin, food quality and safety, local produce). As a result, the visitors are very willing to pay for authentic and high-quality products (i.e., Thuy Bieu pomelo and other agricultural produce). A PYO farmer explained:

“Though not all visitors coming to our garden are fruit connoisseurs, they do have very good knowledge of the values of our produce. Therefore, they are willing to go the whole way directly to us to not to miss the top-quality picks of the harvest season. As a matter of fact, we do not need to negotiate the price at all; they are very willing to pay, not to mention very generously, since they know they are by no means ripped off.”

Adding to this point, a local authority officer commented:

“I would say our village wants to be and has always been promoted as a destination for nature lovers. You can see this is reflected in the way hotel/resorts based in our area promoting themselves. Our local service providers in particular and us villagers in generally are aware that tourists coming to village for the beautiful nature, the typical agricultural landscape, and the serene atmosphere of an ancient village.”

While nearly all the local residents’ comments about agritourists in Thuy Bieu were positive, it is worth noting a single response mentioning the undesirable behaviour of a handful of individual tourists. This was made by Mr VDT, the president of Thuy Bieu People’s Committee.

“At this initial stage of tourism development in Thuy Bieu, we have not yet become aware of any negative behaviours of tourists. We do not have many FITs in our village. In such cases, that handful of backpackers often drove their motorbikes loudly on the roads, spoiling the tranquil atmosphere of the village. I witnessed it myself and this was also reported from other residents. This is the only negative perception of tourists that comes to my mind.”

Mr VDT continued by acknowledging that this contrasting behaviour by a small group of FITs helps the community to have a better idea of what types of tourists they want to welcome as target market.

### ***7.1.2. Host perceptions of agritourism impacts***

In order to reinforce agritourism's role as a tool for sustainable development, it is useful to examine how each impact perceived by local people is related to sustainability practices and concepts. These points of reference include the agritourism sustainability matrix (Ammirato et al., 2020), United Nation's SDGs, direct agri-food chain (DAFC), "common pool of resources", and "commodification of agricultural assets".

Positive feedback dominated the responses of the interviewees to questions about tourism impacts. In terms of economic impacts, all agritourism service providers interviewed stated that agritourism generates jobs and brings additional income to their own household and those of others. The fact that agritourism serves as an alternative income source and/or a business diversification strategy for farmers is among the most acknowledged impacts in agritourism literature (Nickerson et al., 2001; Phelan & Sharpley, 2011; Schilling et al., 2014). Mr TTP, a local tourism provider, elucidated:

“While 70% of our income is generated from our garden, the rest (30%) comes from our provision of tourism services. This helps diversify our income sources for our households as well as others involved.”

This comment is in line with the findings by Barbieri and Mahoney (2009) and McGehee (2007), who state that agritourism helps farms to generate enough revenue to survive. This impact demonstrates links closely to the content of SDG 8 – Decent Work and Economic Growth, in the sense that agritourism provides jobs and diversifies incomes for farmers and other local people, enhancing the positive economic impacts of tourism.

During events such as the Pomelo Festival when the spotlight is on the special features and values of Thuy Bieu pomelo, farmers can sell the product at a premium price, meaning they gain more



from their sales during the Pomelo Festival than they do from their usual sales to traders or other retailers. Furthermore, a local officer added:

“Tourism practice also creates a chain of local produce within the village. If this host household does not have a certain produce, they will buy it from their neighbour or a local provider they know to make sure of the good quality of the food for tourists.”

This comment reveals an alternative distribution channel for farm produce created by agritourism practices. This impact was also confirmed by Lupi et al. (2017) and Valdivia and Barbieri (2014) in the context of Italy and Peru, respectively. This “chain of local produce” or “direct sale” mentioned by interviewees illustrates the “direct agri-food chain” that shortens the distance between producers and consumers, having a positive impact on the agricultural system (Sonnino, 2004; Volpentesta et al., 2018).

Concerning the Thuy Bieu tour, the income comes from the tourism service provided and the sale of products to the visitors, which also benefits local artisans of the village. Mr DDT, the silk painting artisan, commented:

“Tourists visiting my place do buy my paintings from time to time. They like my works and buy them to bring home as souvenirs. In such cases, I earn really considerable money.”

The fact that agritourists visiting Thuy Bieu purchase products from local artisans (silk paintings, incense) helps to generate demand for and income from traditional crafts of the village. In this sense, agritourism supports the local economy by stimulating not only the service industry but also other activities (e.g., agriculture, crafts) (Ammirato & Felicetti, 2014). This impact addresses SDG 1 – No Poverty, by promoting various businesses in the community and contributing to local economic diversification and development. In fact, many researchers have pointed out that tourism can promote local economic growth and preserve cultural traditions that otherwise would be forgotten, by focusing on local cultural products and specialties (for example, Giampiccoli & Kalis, 2012; Richards & Munsters, 2010).

The interview with Mr NVP, the vice director of the Provincial Tourism Department, revealed that in addition to economic benefits in the form of income, local people in Thuy Bieu who are involved or intend to get involved into tourism are eligible for financial support to build homestay facilities, ranging from VND30 million (equivalent to NZD2000) to VND100 million (equivalent to NZD6700), or to renovate and repair existing facilities with smaller budgets.

As a community tourism site, the village as a whole is eligible for funding to a maximum of VND250 million (equivalent to NZD15,300) to develop products and services for tourists such as folk arts, culinary products, traditional craft and ecotourism products. As a recognised tourist destination, Thuy Bieu village also benefits from infrastructure investment from the same package to build roads, car parks, reception houses, public toilets and signboards.

This indirect positive effect that agritourism has on Thuy Bieu in terms of public investment has also been mentioned by Zoto et al. (2013) in the context of Albania, and by Contini et al. (2009) in rural areas of Italy. It also reflects the intent of SDG 9 – Industry Innovation and Infrastructure. In other words, thanks to tourism development in the area, the infrastructure of the host community has more chance to receive investment and to be enhanced and upgraded.

Speaking of the socio-cultural dimension, one of the most commonly mentioned impacts of agritourism to emerge from the interviews is that the practice gives Thuy Bieu villagers a chance to promote their cultural heritage to the world. Ammirato et al. (2020) refers to this impact as recovery of roots, folklore and traditions. In fact, several researchers have suggested that agritourism provides tourists with the chance to get to know and appreciate cultural heritage, especially in rural areas (Ciolac et al., 2019; Shen et al., 2009). This effect partly reflects the intent of SDG 11 – Sustainable Cities and Communities, in the sense that it emphasises the preservation of cultural and natural heritage, the local assets upon which agritourism relies. This impact is vividly illustrated by the experience of Mr HXD, one of the local service providers of the Thuy Bieu tour. With his many years of experience opening his door to tourists, both international and domestic, Mr HXD expressed:

“We inherited the ancient house with its priceless antiques from our predecessors and we take great pride in it. Therefore, we want to welcome friends from near and far to share with them this heritage. It would be a waste if they [the ancient houses] were not promoted and were then forgotten as time goes by.”

As reflected in the experience he provides his guests, Mr HXD was not only showing the tourists the tangible heritage – his house, its antiques and the trees in his garden – but also the intangible cultural heritage – the folklore associated with them. He believes this intangible cultural heritage is so worth sharing and conserving. He also added:

“As a host, I am aware of my role as a representative of my village or even my country. Therefore, I want to show tourists, especially international ones, the hospitality, and generosity which is characteristic of our people.”

During his interview, Mr HXD shared with the researcher a story about how his hospitality impressed his guests so much that they recommended their relatives visit his place during their trip in Vietnam. He talked about a group of French tourists who came to his place as part of the Thuy Bieu tour. During the visit in his garden, the tourists were amazed at a big banana rachis, still hanging on the tree, full of bunches of bananas gradually ripening to perfection. Those who understand the hard work of farmers and the pride they take in their produce would appreciate how valuable this gorgeous banana rachis was to the farmer’s household. In his excitement, one of the tourists asked Mr HXD to sell the bananas from that rachis and offered to pay any price given. And to the whole group’s surprise, Mr HXD generously decided to treat the guests with freshly picked bananas from that beautiful rachis at no extra cost. The experience of eating the bananas freshly picked from the tree and the host’s act of generosity and hospitality impressed the French tourists so much they recommended their relatives visit Hue and “Go look for the banana tree in the garden!” Mr HXD emphasised the significance of the impression local people give tourists, saying that this example illustrates the hospitality and generosity characteristic of Thuy Bieu villagers.

Interaction between farmers and agritourists on the Thuy Bieu tours presents visitors with the chance to learn about the host culture and lifestyle. This is also the case for PYO activities where

farmers, such as Mrs PL, share with tourists interesting facts and knowledge about pomelos and other agricultural produce. As Ammirato et al. (2020) put it, agritourism helps farmers to “educate visitors toward agriculture and the rural world” (p. 11). Thus, tourism provides a win-win situation for the host and the guest: while visitors enjoy experiencing the traditional way of rural life, the local culture of the host community has a chance to be preserved and promoted.

Local people also considered that tourism practice gives them the opportunity to make friends with tourists, from both near and far. The researcher had a chance to talk to Mrs B, an 80-year-old lady who leases a part of her garden house for HT Company to base their TB Homestay business. It was impressive to observe how open this older lady was to tourists and tourism. She told me a story of the friendship her family has with a Japanese tourist. One day while her family, including her son, daughter-in-law, grandson and herself, was having dinner in the house, a Japanese tourist along with his tour guide wandered around her garden. Seeing the family having their dinner, the tourist was curious enough to ask for permission to take a photo of the family at the dining table. Surprisingly, the family not only agreed to have their picture taken but also invited the tourist and his guide to join them for the meal. They had such a good experience together that they kept in touch with each other afterwards. Later in that same year, when a granddaughter of Mrs B had a chance to travel to Japan, that same Japanese tourist and his family offered to host her in their house. Such unexpected encounters prove to be a good basis for friendship across borders.

Reflecting on her interviews with Mr HXD and Mrs B, the researcher wondered whether their openness to tourists and tourism is representative of all the elderly people in the village. A local officer answered:

“While not all elderly villagers are exposed to tourists and tourism to such extent as those whose households are involved in tourism practice, the majority of them are happy seeing tourists biking around the village. This feeling of joy and eagerness is also shared among villagers of other ages. They often said this enlivens the atmosphere of the village which used to be too quiet and deserted. For them, it is like having guests from afar. And the more, the merrier.”

Whether tourism practice provides opportunities to “educate visitors about agriculture and the rural world”, as in the cases of Mr HXD and Mrs PL, or to create friendships across the border, as in the case of Mrs B, agritourism shows its positive effect by promoting understanding between people of different backgrounds. While more evidence is needed before one can conclude that agritourism enhances Peace, Justice and Strong Institutions (SDG 16), the host-guest encounters in Thuy Bieu at its nascent stage of tourism development reveal that tourism practice positively addresses the content of this UN goal by facilitating multicultural interactions in the context of a tourism experience.

The comment above from the local official also reflects the concept of “common pool resources” in a positive way. When tourists come to visit the village to enjoy the abundant natural and cultural resources of the village, they help to “enliven the atmosphere” of the place and call the attention of the local people back to the values, both cultural and economic, of their community assets. As agreed by many elderly villagers, it would be so sad seeing Thuy Bieu too quiet and deserted as young people rush to the city centre to look for jobs.

Another positive impact that agritourism has on the host community is that it provides farmers with opportunities to access useful knowledge and skills to improve their business and quality of life. This is the focus of SDG 4, emphasising the potential of tourism to promote inclusiveness through Quality Education. A local authority officer noted that:

“Getting involved in tourism practice helps our local people to get access to many capacity building programmes organised by governmental agencies or NGOs.”

His point is backed up by comments provided by other local actors who had joined training classes in English language or hospitality skills under the scheme of CBT development projects. Mrs TTP, one of the local providers, said:

“Thanks to the knowledge and know-how gained through these classes, we understand the standard of hygiene and service expected by international tourists. We thus change our lifestyle for the better by quitting bad habits such as smoking indoor or spitting, and we pay more attention to the hygiene and safety of not only the food to serve the guests but also the service area and our own living space.”

As pointed out by a local officer, the favourable change in local hygiene behaviour mentioned in Mrs TTP's comment is witnessed not only among local providers but also more broadly among all local people.

When it comes to environmental impacts, the fact that local people care more about their living environment by not littering has led to cleaner and more beautiful roads in the village. Indeed, as they see increasing numbers of tourists coming and sightseeing around the village, the local residents have become more aware of the environment and landscape protection. This positive impact was confirmed by a local officer.

“There is no doubt that tourism has positive impacts on our community. Apparently, our roads get cleaner and more beautiful. In fact, local people have become more aware of hygienic and environmental protection since the advent of tourism into our village.”

This positive impact on landscape and environmental care has been mentioned in several agritourism research articles (for example, Alves-Pinto et al., 2017; Sayadi et al., 2009). Mastronardi et al. (2015) also pointed out that agritourism has positive impacts on natural resources and biodiversity in the context of Italy.

Among the agritourism impacts cited by the interviewees, a group of responses emerged concerning the impacts that agritourism has on the agriculture of Thuy Bieu. Mr HXD, an experienced local service provider, said:

“You see, vegetables are from the garden, fish is from the local market, everything is available. As for me, serving visitors is neither a tourism activity nor a business activity; it is just a matter of having guests to the house.”

Mr HXD's comment reveals an interesting insight that local people have in terms of serving their available agricultural resources as input into their tourism practice. While this approach benefits the agricultural practice, by turning a possible surplus of resources into an effective and profitable resource, it also benefits the tourism products and services by infusing into them a keener sense of authenticity and sense of place. The local host approaches this act of serving tourists as purely and

naturally as he treats the guests and friends coming over to his place. This mindset of considering the tourist as a guest has also been observed in the South Pacific (Berno, 1999). In fact, Vietnamese people in general, and Thuy Bieu villagers in particular, are characterised by and take pride in their hospitality, which is part of their culture.

The fact that agritourism allows farmers to use raw materials more effectively and reduces wastes is a positive impact mentioned in many studies. Carlsen et al. (2001) and Choo and Jamal (2009) asserted that agritourism farmers are more inclined towards environmentally friendly practices, such as recycling programmes and water conservation. Bonadonna et al. (2019) also pointed out that agritourism facilitates waste reduction of agricultural products by creating more channels to sell to restaurant services or turning surplus produce into other marketable foodstuffs (fruit jam, vegetable preserved in oil). This impact reflects the intent of SDG 12 – Responsible Consumption and Production, in the sense that agritourism may facilitate a more responsible use of materials and resources which, in turn, results in positive economic, social and environmental effects on the host community.

Speaking of the vital impact that tourism has on agriculture, the president of the People's Committee pointed out that:

“Tourism practice also helps protect the agricultural land from the alarming situation of villagers cutting their land for sale to make money.”

The additional income gained from agritourism gives farmers further reason to stay attached to their traditional agricultural work and not turn away from their gardens. Moreover, tourism also gives local people the motivation to improve their agricultural practices, by investing more time and effort into taking care of their gardens or even adopting more sustainable practices such as organic farming techniques. The director of Thuy Bieu Agricultural Cooperative noted:

“As they have visitors coming to their gardens, they pay more attention to taking better care of their gardens, so it looks neater and cleaner. For example, they are more likely to prune the pomelo trees more often and invest more in the irrigation which is beneficial not only for the garden's appearance to visitors but also for

the fruiting process and the trees' well-being themselves. Some households also adopt organic farming for their pomelo gardens.”

If people used to neglect to tend or invest in pomelo cultivation due to the fruit's low profitability, they are now more motivated to do so because it will reap them increased benefits. This impact is also confirmed in works by Giourga and Loumou (2006) and Mahaliyanaarachchi (2017), who show that agritourism enables farmers to renovate farm infrastructure thanks to the additional revenue gained from this practice.

The fact that farmers stay in agricultural work is meaningful not only to an individual or household but also collectively to the agricultural practice of the village, keeping alive the tradition, lifestyle and identity of the whole community. Accenting the “culture” in “agriculture” when it comes to the impact of the Pomelo Festival, the director reflected:

“In such event where the spotlight is on the precious values of pomelos/ agricultural produce and its production, the farmers' pride in their farming career, their agriculture tradition and their identity being a farmer are strongly aroused, restored and enhanced.”

This emphasis on the socio-cultural values of agriculture is in line with Berno's (2017) work which points out the need to “put the ‘culture’ back into our agriculture and communicate our story of land and food through our cuisine” (p. 170) in the context of New Zealand's agriculture.

The economic benefit of additional income based on agricultural resources, the environmental impact of better tended and more beautiful gardens, and the cultural impact of enhancing the pride in the traditional agricultural work come together to further motivate farmers to conserve and elevate the agriculture sector of the village.

These agriculture-related impacts highlight how agritourism encourages sustainable agriculture in the village, which is the intent of SDG 2 – Zero Hunger through the promotion of sustainable agriculture. Agritourism creates such an effect by prompting better use of available agricultural resources, motivating farmers to remain in agricultural practice, promoting production and supplies of agricultural produce, and generating additional income while enhancing the tourist



experience. Along the same line, it can be said that the “commodification of agricultural assets”, while often criticised in tourism literature, can prove to be positive (Cole, 2007). The evidence is clear in the context of Thuy Bieu village: agricultural land on the brink of commercial sale was saved, agricultural produce has more venues to flow through, agricultural practice has been retained and improved, and the agricultural identity and culture of local people has a chance to be enlivened and promoted. These findings are consistent with research done by Barbieri (2019) and McGehee (2007), who highlighted the role of agritourism in facilitating the optimum use of existing assets and generating additional income for farmers with minimal impact on local environment and heritage.

In addition to the impacts outlined above, a local officer also suggested that if agritourism were to reach a more advanced stage of development, it has the potential to provide villagers, especially the young ones, with a more sustainable income. He expressed:

“In an ideal scenario, tourism can increase the income of local residents while giving them a good reason to sustain their agricultural practice. When our young people can get rich in on their homeland based on their own gardens, they do not need to seek job elsewhere.”

This impact is in line with SDG 10 – Reduced Inequalities as tourism can help to reduce inequalities by engaging local populations and all key stakeholders in its development and giving people the chance to prosper in their own place of origin. In fact, Belligiano et al. (2020) asserted that agritourism has positive demographic effects, particularly in areas most affected by depopulation.

It is also important, however, to examine the more negative influences that agritourism practice has on local people’s lives. While involvement in tourism undoubtedly generates some additional cash for local people, the income source is unstable for the key hosts and minimal for the casual staff and local artisans involved. A key host of Thuy Bieu tour shared:

“I would say the income we earn from tourism service is somehow unstable because tourist inflow/demand is a factor out of our control. Moreover, the fact that it depends largely on our partners (TAs/TOs) makes us uncomfortable. Though it is a common sense that they already receive payment from the tourists

right away in advance, they make payment to us quite slowly. And as for the staff we casually employed, we do pay them, but the amount is not considerable.”

Given the early stage of agritourism development in Thuy Bieu village, it is understandable that the income from this practice is not yet very considerable and sustainable. This finding is in line with that of Nguyen (2015) in the context of Phuoc Tich village, another ancient village in Vietnam.

Acknowledging a change in the hospitality and behaviour of a handful of local people, a local officer noticed:

“Before, local people eagerly welcomed tourists, especially international ones, to their homes as an act of pure hospitality. But as the number of visitors increases, people found it a bit disruptive to have groups after groups frequenting their place, affecting their daily life. This in some cases caused the defensiveness in seeing tourists in the village.”

He also added that in the past, local people were willing to offer visitors any available fruit or drink for free without asking any compensation, but now some people have the idea that when they encounter the tourists, whether in their own place or just in the field or on the roads, they can expect to receive some dollars in return. This behavioural change is not caused by “over-tourism” in any sense given the early stage of tourism in the village; rather, it is more about the gradual commercialisation of the mindset among a very few individuals within the community.

The local authority officer was also concerned that agritourism had resulted in privatisation of some public assets:

“While acknowledging the benefit of having hotel/resorts present in the village area given its destination marketing and economic boosting effect, it is also worth mentioning that such investment is synonymous with the privatisation of certain public asset, especially the public access to the river or some riverbank area.”

This threat of land use changing from common space to private and agricultural settings to other uses (e.g., large recreational complexes) was also mentioned by Belisle (1983). It is certainly a point worth contemplating when balancing the costs and benefits that tourism brings to a local community.

### ***7.1.3. Host responses to agritourism practice in Thuy Bieu***

This analysis of host response to agritourism is based directly on the researcher's observations and on the information gathered from tourists and local stakeholders during interviews. Given the predominance of positive perceptions that the participants exhibited towards agritourists and agritourism impacts, it is logical to witness their positive responses to their guests and this phenomenon.

Examples of hospitality and generosity are abundant among Thuy Bieu villagers. Evidence of smiling faces, a welcoming manner, generous offers of fruit and drink, and openness to interaction, clearly reflects the community's embrace of tourism. The researcher's observations were confirmed by a local officer:

"I am quite proud to say that you can expect the hospitality and friendliness from almost all our local people. Basically, we are proud to be a villager of Thuy Bieu and we are aware of our responsibility to represent a typical Thuy Bieu villager – welcoming and elegant and generous. Moreover, we all know that tourism is good for our community so we each play our part as a good host to give our guests a good impression of our village and our local identity."

The positive response to agritourism is also reflected in the change in the behaviour of local residents when it comes to local environmental protection. Witnessing such an improvement within their neighbourhood, a local service provider stated:

"When they see more and more tourists coming to the village, they no longer litter on the roads or hang their clothes in an unappealing manner on the hedge around the village."

Another act of care of the environment was described by Mr T, a local resident in the village:

"You can see that the carefully trimmed hedge fencing around almost all houses in the village is one of our traditional characteristics. However, such hedge needs a lot of care (e.g., watering, pruning, cleaning up the fallen leaves,) so many people just went for an easier alternative – cutting down the hedge and building a concrete wall instead. This, needless to say, affects the ancient look of the village as a whole. Fortunately, since the advent of tourism, people are encouraged to and

tend to keep their natural fences as not only a landscape element but also a cultural feature.”

Because Thuy Bieu has been recognised as a tourist destination, the People’s Committee of the commune launched the “Green Sunday” campaign, a collective effort by the whole community to beautify the village’s environment (see Fig. 7.1). The local officer commented that all the local residents, whether personally involved in tourism practice or not, engaged very positively in the campaign, joining together to clean the key roads of the village and grow plants along the roadside. Furthermore, local people also voluntarily take care of the flowers planted on the roadside around the village. During her time with the TB Homestay team, the researcher joined them to water the plants in front of the property, so she personally witnessed the high awareness and willingness of villagers and locally based businesses to tend the common spaces of the village.

**Figure 7.1 Banner of the Green Sunday campaign on the roadside in Thuy Bieu**



*Note:* The slogan on the banner says: “Officers and people of Thuy Bieu commune to respond actively to the Green Sunday.”

All the local service providers expressed their intention to continue providing tourism services, reflecting their strong support of the practice. Furthermore, they all wanted to expand their business by diversifying their service portfolio. For example, Mr TTP, a provider of Thuy Bieu tour, said:

“We are investing in building some rooms for homestay service, besides our current services. We used the capital from the loans in the CBT project and we also brought in our own pocket money. It costs us a lot.”

Asked about the possible risk of such investment, Mr TTP replied:

“Though we never know whether the return from our tourism business will compensate our investment, we can see it as an investment for our children and grandchildren, something we can pass down to future generations. So, it is no loss.”

With a broader view of the situation, the general manager of HT company said that those not currently involved in agritourism can be divided into two groups:

“In terms of the local households who are currently not involved, they can be divided in two groups: those who do not intend to get engaged into tourism practice for they are already satisfied/settled with their own agricultural career, and those who want to get engaged in providing tourism service but need extra support, in terms of expertise or financial investment. In fact, many local residents from the latter group [have] contacted me and asked for cooperation from our company.”

Except for the group of local people who are already happy with their own career and are not involved in tourism, the general manager’s comment highlights a common reason why some households are still reluctant to get involved in tourism practice, despite the potential benefits; that is, some households lack the resources required to enter the sector.

Expanding on this point, during her visit to Mrs PL for the PYO activity, the researcher was impressed with the considerable area of her house, thinking it could potentially be a tourism service space. When she asked Mrs PL whether she wanted to provide additional services such as a homestay, Mrs PL replied:

“Though we have large garden and house and spare space, we have not thought of providing extra tourism service since we are just a couple of old farmers and some of our children are living in the city centre and others in other cities; thus, we do not have enough labour to set up additional business.”

Mrs PL’s situation is quite common in Thuy Bieu because the village, although large and full of tourism potential, is occupied by mostly middle-aged and elderly people. In an ideal scenario, young villagers would stay in the village serving as human resources and entrepreneurs to get and keep new tourism businesses up and running. This desire was expressed by a local authority officer:

“We really want our young generation to stay in the village and make money from these available tourism potentials, instead of rushing to the city centre hunting for jobs. Anyway, we do need support from external stakeholders in terms of various resources.”

The president of the People’s Committee noted:

“Besides the current local service providers, a considerable number of local households also expressed their intention to get involved in providing tourism service. Specifically, ten households are ready and another 20 have the potential and intention to get engaged.”

The number of potential local service providers confirms the villagers’ positive attitude towards the future of agritourism development when it comes to the involvement and participation of local people.

## **7.2. Recommendations for agritourism development in Thuy Bieu**

The analysis of the agritourism impacts perceived by local people in Thuy Bieu reveals some gaps in current practice which could be addressed to enhance agritourism in Thuy Bieu. It is necessary to acknowledge that, despite all the resources and potential to develop tourism at Thuy Bieu, there is a lack of depth in the current practice of tourism in the commune. Thus, the recommendations proposed below focus on elevating the agritourism experience for both host and guest, and on enhancing the positive impacts that agritourism has on the development of the village.

### ***7.2.1. Fostering host-guest interaction***

Sharpley (2014) highlighted that tourists are not regular consumers who seek products because what they really want is experience. Experience is achieved through interaction with people and things at a destination (Moscardo, 2011; Telfer & Sharpley, 2008). Experience and its accompanying emotions are now part of the complex product that the demand side asks for and the supply side promises to offer (Lohmann, 2004; Prayag et al, 2013). As a form of niche tourism, agritourism is expected to provide tourists with authentic hands-on experiences (Shah et al., 2020). Such experiences are encouraged because they enhance the visitor's experience while also providing an opportunity for an exchange of good practices and culture between host and guest, stimulating both farmers and tourists to behave in a responsible way and contributing to sustainable local development at large (Paniccia & Baiocco, 2021). Observation of the current agritourism practice in Thuy Bieu suggests there is strong need to foster interactions between host and guests for a more meaningful experience. A lack of interaction by some of the current service providers was acknowledged by one of the interviewed tour guides:

“Sometimes when I took my group to the place, the hosts were busy serving other groups and left our group unattended. I myself had to ask the host to show up and at least hang around so that the guests did not feel unwelcomed. The tourists are expecting an experience with local people, so it is weird and prone-to-complaint if local people are nowhere to be found. I did feel embarrassed seeing the bewildered look on their face trying to figure out who their hosts are.”

While the language barrier might lead to a lack of communication, it is encouraging to see that both hosts and guests are very willing to interact with each other, whether with the help of the interpreter (tour guide) or through body language. In one case, a tourist was very eager to share with me and the team at TB Homestay where he had been in Vietnam before he came to the village. He even took out his phone and showed us the pictures he had taken. Such conversations are usually two-way, with both parties learning something and feeling enriched by the experience. Interactions like these are important for all the local actors in the network – the service providers, local artisans, owners

of the ancient houses and the casual staff – although the link the tourists have with the service providers is usually more frequent and structured than that with the other local actors.

Since each tourist usually experiences the tour once with a certain provider, they might have no idea of how different their experience would be with another provider. The researcher's exposure to different experiences with different providers of Thuy Bieu tours enabled her to have a comparative perspective on the degrees and forms of host-guest interaction that generate different tourist experiences.

Mr HXD has a very effective practice when it comes to interacting with tourists. He clearly shows his leading role as a host by guiding the guests gently from activity to activity and inviting them to interact in any possible way to get them immersed in the experience. For example, the tourists are invited to have a guess at how old the host is, to have a hands-on experience helping the host cook the food, and to pick the ripe fruit in the garden if they would like to. These interactive features are not exhibited by all other providers.

Storytelling and narrations are another element of host-guest interactions and add considerable value to the visitor experience. For example, the dining experience of the tourists is enhanced when coupled with narration about the food and gastronomy of the host community. The researcher observed that as well as tasting the food, the tourists are eager to learn about the dishes and the ingredients, and their special uses or value, if any. Likewise, the foot bath experience would be more interesting to tourists if they were told where the leaves used in the water come from and the various creative ways local people use their agricultural produce in their daily life. Unfortunately, the researcher did not observe this information being communicated to the tourists.

While enhancing the authenticity of the visitor's experience, host-guest interaction also provides an opportunity to promote the local resources used in tourism services, with agritourists mostly interested in locally grown produce and food (Barbieri et al., 2016; Phillip et al., 2010; Tregear et al., 2007). As Berno et al. (2020) pointed out, agritourism provides a platform for visitors to engage more deeply with a destination by tasting its food. Thus, local food, as a local cultural resource, is of vital importance in the development of agritourism, given food's close link to agriculture and its



potential to facilitate community benefits (Berno et al., 2014; Giampiccoli & Kalis, 2012; Mitchell & Ashley, 2010; Tregear et al. (2007)). Given its signature pomelo and the various pomelo-made products, Thuy Bieu possesses highly distinctive produce that stands out from other regions in Vietnam.

### ***7.2.2. Strengthening the role of local people in the promotion of agritourism***

A tourist's decision to visit a place is based on a wide range of information (e.g., guidebooks, marketing materials, newspapers, personal referrals), and TAs/TOs are some of the most important sources of information, especially for those travelling on a package (Heitmann, 2011; Romero & Tejada, 2011). In case of Thuy Bieu village, which is a destination not yet well known to tourists, the power of travel agencies is even more considerable in terms of their local knowledge and networks with local tour operators. This explains why TAs/TOs have such an important role in the stakeholder network when it comes to the flow of marketing information. Speaking of the link between service providers and the TAs/TOs, Mr TTP, a host of a Thuy Bieu tour, noted:

“The travel agencies and tour operators are doing a good job promoting the services to the tourists. We are not capable of doing such things, so it is reasonable that they earn from attracting customers for us. They deserve their efforts.”

While highlighting the good relationship between local service providers and their TAs/TOs counterparts, Mr TTP's comment also pinpoints a shortage of marketing skills on the side of local hosts, which makes them rely mostly on external TAs/TOs for their inflow of tourists.

As communities become more aware of their local identity and tourism potential, they can incorporate such distinctive characteristics into their offers to tourists (Telfer & Sharpley, 2008). As owners of such products and services, local communities are in the best position to tell the compelling stories of their place and attract potential tourists. Some efforts have been seen among farmers, in the US for example, to produce their own marketing strategies and address difficulties (Che et al., 2005). Such situations suggest that local people need more help from specialised stakeholders to equip them with necessary marketing skills and knowledge (McGehee, 2007; Prasetyo et al., 2020).

Paniccia and Baiocco (2021) discussed a successful marketing effort by several Italian farmers to adopt Facebook and other media technologies to promote their distinctive products to tourists, with the help of their children. This is a good example that could potentially work in Thuy Bieu, especially in this era when the use of smartphones and social media is no longer foreign to farmers. Furthermore, it would be helpful if capacity-building programmes, funded by governmental departments or local authorities, included a basic marketing course. Capacity-building programmes are one way to empower local people with new skills so they can become even more involved in the tourism practice, gain more benefits from its impacts and prevent economic leakage (Pratt & Harrison, 2015; Milne et al., 2016).

It is worth acknowledging that Thuy Bieu farmers are doing a great job providing meaningful experiences for their guests. This is reflected in the positive word-of-mouth referrals that visitors to the village are passing on to other potential tourists – which in turn, of course, benefit the farmers. From the story of Mr HXD with the group of French tourists, it can be seen that Thuy Bieu villagers are very aware of the significance of the impression local people give tourists, and that positive experiences naturally create favourable word-of-mouth recommendations to other visitors, both current and prospective. This is also the case for most PYO farmers, such as Mrs PL and her neighbours, who have new customers thanks to positive word-of-mouth recommendations provided by their current loyal clients.

Evidence found in the context of the US shows that agritourists tend to remain clients of local agricultural products long after their trips to the farms (McGehee, 2007). Kim et al. (2019) and Dias et al. (2019) also point out the long-term effect of agritourism on visitors' food purchase patterns – leading to decreased consumption of processed food and an enhanced preference for locally produced agricultural products. Agritourism thus serves as a marketing tool to raise the broader reputation of Thuy Bieu village as not only a tourist destination but also an agricultural hub with high-quality products.

### *7.2.3. Future prospects for Thuy Bieu agritourism*

Given the indispensable role it plays in Thuy Bieu's agriculture as well as culture, the pomelo deserves most of the attention when it comes to the village and its future agritourism practice. According to the president of the Farmers' Association of Thuy Bieu, while it is necessary to raise the quality and output of Thuy Bieu pomelo to meet current domestic market demand, it is hoped that with further effort to enhance its quality and brand, one day pomelo will reach the international market as a high-quality export commodity. The prospect that Thuy Bieu pomelo could "go global" will surely benefit the agritourism practice in the village in terms of branding and attracting more demand from international markets. It is critical that Thuy Bieu's pomelo and agritourism dovetail with each other.

Despite the villagers' limited resources and capabilities to develop tourism practice professionally, it is very encouraging to see that the local community has many initiatives reflecting what a possible "ideal practice of tourism" in the village could look like. While discussing the future prospects of this sector in the village, the president of the People's Committee enthusiastically shared:

"Besides the beautiful nature, we also have so much cultural heritage that can be added into tourism products, say the ancestors' death anniversary, the village festival, etc. Tourists can buy tour to participate in these cultural events on occasions to learn about our history and culture. It would be ideal if we can build a model of 'a tourist village' in which residents are the service providers who would benefit directly from this practice."

Based on the comments of local officers interviewed during the research, as well as the researcher's own engagement with the community, it is clear that the local community is aware of its historical and cultural assets and does have some ideas and intentions to tap into this potential. Four interviewees from various groups of local actors expressed the hope to build a more comprehensive tourism network on a village scale – a full package for tourists consisting of accommodation, dining and tourism activities, all provided by the residents. The initiative of this local tourism network implies a desire to empower local residents to take the lead in the practice of tourism. While the local authority is willing to support this development, it tends not to take responsibility for or power over

the operation of tourism in Thuy Bieu. Instead, the local authority is determined to hand power over to the residents, so they are free to decide for themselves how to implement tourism practices and benefit from their businesses.

Discussions about the vision of Thuy Bieu pomelo with the local authority led one officer to suggest that pomelo trees be planted all along the Perfume riverbank so that when spring comes, a “Pomelo Blossom Festival”, similar to that of the “Cherry Blossom Festival” in Japan, could be held to celebrate the poetic “snow white” landscape made up of beautiful white pomelo flowers. Local people and visitors could stroll along the riverbank and contemplate the beauty of pomelo flowers with its signature pleasant fragrance. This would be a unique highlight among Hue festivals. The officer’s idea in line with many authors who emphasise the important role of diverse local festivals and seasonal foods to attract tourists (Bondoc, 2009; Goeller, 2006; Hatley, 2009; Mohd Said et al., 2012). Organising events in natural areas can also enhance the sense of place and place attachment of both tourists and the local people of the host community (Khairabadi et al., 2020).

## CHAPTER 8: CONCLUSIONS

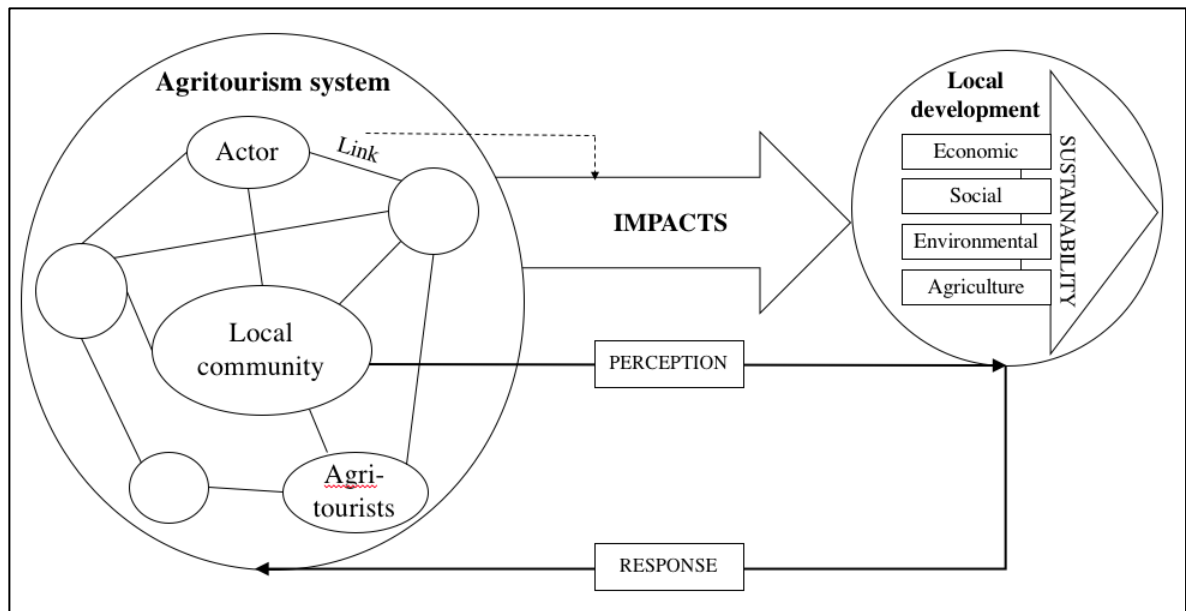
The aim of this doctoral study is to advance the understanding of agritourism in terms of its stakeholder networks and its impacts on the local community. By investigating agritourism stakeholders and their social networks in a case study of Thuy Bieu village, Vietnam, the thesis has developed an understanding of the agritourism system that influences both industry practice and local development. With a focus on the local community, the research also sheds light on the hosts' perceptions of agritourism and its impacts and seeks to conceptualise agritourism as a tool for sustainable local development.

This concluding chapter discusses the value of the conceptual framework underpinning the research. It then provides a summary of the key research findings presented in the context of the research aims and objectives. The chapter goes on to evaluate the thesis's theoretical contributions to knowledge and the practical implications of the research. The chapter finishes with recommendations for future research.

### **8.1. Value of the conceptual framework**

The thesis is underpinned by a conceptual framework (Fig. 8.1) that encompasses three key elements: the agritourism system, the impacts of agritourism on local development, and the hosts' perceptions of agritourism impacts and their responses. Bringing together three related bodies of literature, the framework aims to conceptualise agritourism as a tool for sustainable local development from a local community perspective. The position or order of each element in the framework justifies the reasoning for choosing the related concepts and theories to achieve the research objectives step by step.

**Figure 8.1 Conceptual framework: Agritourism as a tool for sustainable local development from a local community perspective**



The first element of the framework – the agritourism system – was inspired by the agritourism system model of McGehee (2007). McGehee’s model was quite simple with three groups of stakeholders – agritourists, agritourism providers and DMOs – and only one link examined – the stakeholders’ needs and obstacles when they engaged in agritourism practice. Given that there are more than three nodes and one link in the agritourism system of Thuy Bieu, a more comprehensive model was needed to deepen understanding of agritourism as a phenomenon. To develop this model, stakeholder theory, network theory and social network analysis were all integrated into the context of agritourism and adopted to inform the research.

Local community and agritourists are two nodes revealed from the literature review, and these are both evident in the case study of agritourism in Thuy Bieu (see Fig. 8.1). The links (direct and/or indirect) discussed in previous studies include agritourism services and products (between agritourism farmers and agritourists), business contracts (between agritourism farmers/providers and local suppliers) and marketing information (between DMOs and agritourism farmers/agritourists) (Ammirato & Felicetti, 2013; Karampela et al., 2016; Sznajder et al., 2009). The use of network-related theories in the thesis proved to be effective in revealing more stakeholders and links within

agritourism, which enabled the creation of a holistic agritourism system in the context of a developing country. This deeper insight into the complexity of the agritourism system is a prerequisite to learning about how this phenomenon affects the host community and its development.

Impacts are among the most researched topics in agritourism literature due to the need to understand the effects that this phenomenon has on stakeholders and host communities (Addinsall et al., 2017; Anderson, 2017; Dubois & Schmitz, 2013; Fotiadis & Vassiliadis, 2010). While there are likely to be negative impacts that need to be managed, positive impacts of agritourism on local development are more often highlighted (Barbieri, 2019; LaPan & Barbieri, 2014; Ollenburg & Buckley, 2007).

More evidence is needed, especially from the context of developing countries, to evaluate these impacts and their sustainability. To provide more empirical evidence, the thesis presented a case-specific demonstration of how agritourism impacts are related to the triple-bottom-line sustainability framework and other related concepts. These include the agritourism sustainability matrix by Ammirato et al. (2020), “direct agri-food chain” (DAFC), “common pool resources”, “commodification of agricultural assets” and the United Nations SDGs (Lozano, 2008; Zhen et al., 2005). Drawing on these concepts, the thesis also reveals the impacts that agritourism has specifically on the agriculture sector of the host community, in addition to the three commonly discussed dimensions of local development (economic, socio-cultural and environmental).

Many studies have addressed the benefits of agritourism perceived by both the supply side (Barbieri & Tew, 2016; Tew & Barbieri, 2012) and the demand side (Chatzigeorgiou et al., 2009; Fotiadis & Vassiliadis, 2010). However, less attention has been paid to the local community perspective on how agritourism impacts on their quality of life and, more generally, on local development. While Karampela and Kizos (2018), Karampela et al. (2016) and Shen et al. (2009) did examine agritourism from a broader community perspective, they chose to adopt a quantitative approach which placed some limits on the depth of understanding that could be generated about how local residents perceive and respond to agritourism. In contrast, this research adopted a qualitative approach with the aim to understand the local community perspective holistically, including not only

local stakeholders involved in agritourism but also those with limited or no engagement with agritourists and agritourism.

While positive perceptions held by community can engender positive responses such as active support for agritourism and friendly attitudes towards agritourists, negative perceptions can lead to less positive outcomes such as active opposition to agritourism and hostility towards agritourists. In this framework, perception and response are considered to be within a closed loop, where perceptions of local residents consequently shape responses towards agritourism and agritourists. The relationship examined here between three components of the framework – the agritourism system, the impacts of agritourism on local development, and the hosts' perceptions of agritourism impacts and their responses – forms a closed circle in which the local community is the key actor. In order to conceptualise agritourism as a tool for sustainable local development, it is necessary to consider local community in the whole system of the agritourism network and to understand how local residents perceive the impacts agritourism has on community development.

The conceptual framework also prompts an alternative way to look at agritourism impacts. While impacts can be revealed from the perception of the local people through their interview answers, they can also be reflected in the exchange of resources and links between related stakeholders in the agritourism system.

## **8.2. Summary of key research findings**

The thesis has three objectives: (1) to develop an agritourism system model that encompasses key stakeholders and their interrelationships at a local level; (2) to conceptualise agritourism as a tool for sustainable community development through the examination of local residents' perspectives; and (3) to add distinctive theoretical and methodological contributions to the study of agritourism and its links to community development. Each of the research objectives is underpinned by specific research questions (see section 1.2).



### 8.2.1. An agritourism system model of Thuy Bieu

Findings for the first research objective provide answers to the questions:

- Who are the key stakeholders in the agritourism network?
- How can links between stakeholders be better understood?
- How can network performance be understood and enhanced?

By adopting a qualitative SNA approach in the case of Thuy Bieu, the thesis revealed a wide range of agritourism stakeholders connected to each other through various interactions that revolve around the flow and exchange of resources, creating a range of patterns. This results in an agritourism system encompassing related nodes, links and networks, each of which is briefly discussed below.

The agritourism stakeholders in Thuy Bieu can be classified into five groups: hosts, guests, tourism mediators, destination development facilitators and local community (Table 8.1).

**Table 8.1 Categorisation of agritourism actors**

	<b>Group</b>	<b>Stakeholders</b>
<b>1</b>	Hosts	Tourism companies, agritourism farmers, local artisans, casual staff, local passers-by and local produce suppliers
<b>2</b>	Guests	International tourists and domestic tourists
<b>3</b>	Tourism mediators	TAs/TOs and tour guides
<b>4</b>	Destination development facilitators	Higher-level authority, educational institutes, media and NGOs
<b>5</b>	Local community	Agritourism farmers, local artisans, casual staff, local passers-by, local produce suppliers, the local authority, the agricultural cooperative and other locals

The wide-ranging portfolio of agritourism products and services in Thuy Bieu are offered by both professional tourism practitioners (tourism companies) and local service providers (agritourism farmers). The collective effort of these hosts is dedicated to the experience of the guests, both international and domestic. Revolving around this host-guest interaction are two groups of supporting

actors: tourism mediators (TAs/TOs and tour guides) and destination development facilitators (the higher-level authority, educational institutes, media, and NGOs). The local authority also plays an important coordinating role as part of the local community.

All stakeholders of the network are linked to one another through the exchange and flow of resources (Table 8.2). These resources are information in its different forms (marketing information, knowledge and know-how, policy and guidance, communication, and feedback), tourist inflow, service, local agricultural produce and financial (funding, budget, payments). Information is first in terms of network density and size, followed by financial resources. The network of local agricultural produce differentiates agritourism from other types of tourism as it emphasises the indispensable role of this local resource in the service provided and the visitor experience.

Given the complexity of the system and the nascent stage of agritourism in Thuy Bieu, the findings point to some critical issues in the current stakeholder network that could be addressed to improve network performance and enhance the development of agritourism in the village. The bipartite nature of the current network made up of tourism- and agri-focused elements, reflects a profound lack of stakeholder awareness of the complete picture of agritourism offers in Thuy Bieu and of their counterparts in the network. The findings also show other constraints to agritourism development, including the lack of a specialised management agency of the destination, the need for more investors in tourism infrastructure, weak links in the network, and a lack of cooperation between some actors. All these lead to considerable unfulfilled potential and fewer benefits flowing from agritourism to the village as a whole. In an effort to improve the network performance, this thesis points out the need to raise the awareness of stakeholders around the concept of agritourism and what it has to offer. It is also important to officially brand Thuy Bieu as an agritourism destination, and to promote deeper understanding of the complete agritourism system among stakeholders.

**Table 8.2 Links between actors in the Thuy Bieu agritourism system**

	Link (specific)		Between actors
1	Information	Bottom-up policy recommendations	Educational institutes and local authorities → higher-level authorities
		Top-down policies and guidance	Higher-level authority → local authority, tourism companies and other tourism practitioners
		Local knowledge	Local authority → educational institutes, media and NGOs
		Knowledge & know-how (via capacity building programmes/ projects)	External supporting stakeholders → local people
		Marketing information	Various, mainly TAs/TOs and tourism companies → tourists
		Booking information	TAs/TOs → service providers
		Host-guest interaction	Service providers → tourists
		Feedback	Tourists → tourism companies
2	Tourist inflow		NGO (coordinator) → service providers
			Tourists directly → service providers
			TAs/TOs → service providers
			Tour guides → service providers
3	Service		TAs/TOs, service providers, tour guides → tourists
4	Local produce		Service providers → tourists
			Local supplier → Service providers
5	Financial resources	Research funding	Higher-level authority, the NGOs → educational institutes
		Development project budget	Higher-level authority, the NGOs → local community
		Service payment	Tourist → TAs/TOs, tourism companies → service providers
		Payment for agricultural produce	Tourists → agritourism farmers
			Service providers → local suppliers
		Payment for craft purchase	Tourists → local artisans

*Note:* (Thuy Bieu tour) service providers consist of tourism companies, agritourism farmers, casual staff and local artisans.

### ***8.2.2. Host perception of agritourism impacts on local development***

The second research objective explores the concept of agritourism as a tool for sustainable community development through examining local residents' perspectives. Specifically, this section discusses three of the four research questions related to the second research objective:

- How does agritourism affect local community development?
- What are local residents' perceptions of these impacts?
- What are local residents' ensuing responses to agritourists and agritourism?

Given the knowledge of the agritourism system gained from the first research objective, the thesis focused on the group of local actors in Thuy Bieu to understand their involvement in tourism practices of the village, their perception of the agritourism impacts on their home space, and their ensuing responses to agritourists and agritourism.

The findings show that local people are involved in the practice of tourism in different ways and to varying degrees. This led to the proposition of a host involvement continuum, based on the role a local resident plays in the tourists' experience, the resources they bring with their service, and the degree of interaction they have with the tourists. On one end of the continuum, primary hosts put in most resources (time, skill, physical space, agricultural produce, financial investment) into tourist service provision. Based mostly on commercial exchange, this group has the biggest responsibility in providing services for the tourists, and thus has the most frequent and structured interaction with the tourists they host, in comparison with other actors on the continuum.

Secondary hosts join and assist the primary hosts in providing services for tourists. These actors bring in fewer resources and their planned interactions with guests are less frequent than the first group's.

The third group on the continuum covers local people who unintentionally become part of the tourists' experience by simply sharing a common space in the village. As members of the host community, they are referred to as passive hosts. The local authority is another group with indirect involvement in agritourism practice, in their "behind the scene" supporting role.

On the other end of the continuum is the rest of the local community, those who are not part of any of the aforementioned groups and who have no direct interaction with tourists. Despite their non-involvement in tourism practice, the fact they reside in the village means they are also affected by agritourism and agritourists.

The findings reveal the wide-ranging impacts that agritourism has on local development from the perspective of village residents (Table 8.3). The majority of impacts are perceived as positive. At this early stage of development, the host community perceives only a few negative impacts of tourism. These include some inconsiderate backpackers driving motorbikes in the village, the unstable income from service provision, the gradually commercialised mindset of some local people, and the privatisation of the public entrance to the river. These issues could be resolved if they are recognised quickly by the local authority and with careful planning for the sustainable practice of agritourism in the village.

As well as positive perceptions, the findings show that the villagers of Thuy Bieu have very positive reactions toward agritourism. This is reflected in the hospitality and friendliness of local people towards tourists, and the change in their awareness and behaviour in terms of care of their local environment. Current local service providers expressed a desire to continue providing their tourism service, and in some cases, plan to scale up by investing in infrastructure or diversifying service offerings. Moreover, as pointed out by a local officer, a considerable number of households in the village have expressed an intention to get involved in providing tourism services, which is a positive sign for future agritourism development in the village. Some recommendations were also proposed to enhance the current agritourism offering, such as fostering host-guest interactions, strengthening the role of local people in the promotion of agritourism, and offering some prospect for agritourism development in Thuy Bieu. The initiatives proposed to further develop this type of tourism include enhancing the quality and brand of Thuy Bieu's pomelo in order to reach the international market, building a comprehensive tourism network on a village scale, planting pomelo trees along the Perfume River and organising a "Pomelo Blossom Festival".

**Table 8.3 Agritourism impacts on local development of Thuy Bieu**

Perspective	Evidence from the case	Sustainability concepts reflected
Economic	Generate jobs and bring additional income for local people	Topic 2: Alternative source income for the farmer/Business diversification
		SDG 8: Decent Work and Economic Growth
	Create a chain of local produce	Topic 3: Distribution channel for farm product
		“Direct agri-food chain”
	Generate demand and income for traditional crafts	Topic 1: Stimulus for other local activities and boosting local economies
		SDG 1: No Poverty
	Provide financial support from authorities	Topic 4: Infrastructure investments
		SDG 9: Industry, Innovation and Infrastructure
Social	A chance to promote local cultural heritage to the world	Topic 7: Recovery of roots, folklore, and traditions
		SDG 11: Sustainable Cities and Communities
	Visitors learn about host culture and identity	Topic 9: Educate visitors towards agriculture and the rural world
	Making friends, social exchange with international friends	SDG 16: Peace, Justice and Strong Institutions
	Enliven the atmosphere of the village	“Common pool of resources”
	Local people get access to capacity-building programmes	SDG 4: Quality Education
Environmental	Cleaner and more beautiful village lanes	Topic 5: Natural and landscape resources maintenance/ Biodiversity and environmental protection
	Higher awareness of environmental protection	
Agricultural	Better use of available agricultural resources	Topic 6: Responsible use of raw materials and natural resources/Waste reduction
	Motivate people to remain in agricultural practice	SDG 2: Zero Hunger
		SDG 10: Reducing Inequalities

*Source:* Adjusted framework of three-pillar sustainability integrated with other sustainability-related concepts: SDGs, DAFC, “common pool of resources”, and the agritourism sustainability matrix (Ammirato et al., 2020).

*Note:* The Topics in the third column refer to the agritourism sustainability matrix of Ammirato et al. (2020); SDG refers to one of the United Nations Sustainable Development Goal.

### ***8.2.3. Conceptualising agritourism as a tool for sustainable local development***

Section 8.2.2 discussed three of the research questions related to local residents' perceptions in the context of the second research objective: To conceptualise agritourism as a tool for sustainable community development through the examination of local residents' perspectives. This section discusses the remaining research question for this objective, with a particular focus on how the impacts of agritourism relate to the United Nations Sustainable Development Goals and objectives:

- How are these impacts linked to the three pillars of sustainability: economic, socio-cultural, and environmental?

By investigating the agritourism system of Thuy Bieu and the impacts that this activity has on the local community, the thesis provides evidence to enable the conceptualisation of agritourism as a tool for sustainable local development in the village scale. Belliggiano et al. (2020) pointed out that agritourism is at the interface between agriculture and tourism, and that it involves various sustainability-related conditions and practices. With this in mind, the thesis conceptualises agritourism as a sustainable tool from two perspectives: a sectoral perspective (how agritourism can create improved outcomes for agriculture and tourism), and a sustainable impact perspective (how agritourism impacts can achieve sustainability-related goals).

The findings related to the agritourism offers in Thuy Bieu and the agritourism system of the village highlight that a very clear line currently exists between the “agri” and “tourism” elements of the “agritourism” concept. However, it is worth acknowledging that these two sectors could dovetail more effectively if the current agritourism practices in the village were more explicitly emphasised by related stakeholders. Given its irreplaceable role in the history, economy and culture of Thuy Bieu, it is evident that agriculture is the backbone of the local community. Meanwhile, the village has much untapped tourism potential that could be unlocked to make it a leading “spearhead” sector, as defined in the provincial development strategy.

A question arises as to how the local community handles the relationship between these two sectors: How could the emerging tourism sector be developed in a way that does not leave the agricultural sector, which is the backbone of the village, behind? This thesis proposes that the

“marriage” of these two sectors – or agritourism – is an ideal answer to this question as well as for the local development of Thuy Bieu at large. Since agritourism is hybrid in nature, the approach is beneficial for both the tourism and agricultural sectors in the sense that it uses the strength of one to overcome the weakness of the other and vice versa. Lane (1994) suggested that hybridisation of sectors is a central concept in sustainable tourism when an industry such as tourism works as a heritage conservation tool and heritage, in turn, supports the tourism product. Given Thuy Bieu’s agricultural heritage, therefore, agritourism appears to be a win-win situation for all involved. Many other authors have also concurred that agritourism facilitates the synergies between two sectors – agriculture and tourism – and promotes local economic development (Bianchi, 2011; Pratt, 2013).

The discussion of agritourism impacts in Thuy Bieu and how they are related to sustainability concepts once again confirms the validity of the conceptualisation of agritourism as a tool for sustainable local development. Besides highlighting that agritourism contributes to the economic viability, environmental protection and social equity of the host community (the three pillars of sustainability), the thesis also looks at the impacts within the frameworks of the agritourism sustainability matrix of Ammirato et al. (2020), the United Nation’s SDGs and other sustainability-related concepts. The findings revealed that the agritourism impacts in the case of Thuy Bieu village address the content of these aforementioned frameworks and concepts, reinforcing the sustainability feature of agritourism. Details are shown in Table 8.4.

The balancing of tourism’s demands and local communities’ needs when it comes to local resource use is vital to consider in destination development (Aref, 2011; Moscardo, 2008). The findings illustrate how agritourism may facilitate the stewardship of local resources in a sustainable manner by showing how a community incorporates their local assets into their agritourism offers for their optimal use and benefit. The thesis also calls for better communication and collaboration in the agritourism system to ensure that resource management creates benefits for all the actors involved (Garau, 2015).



**Table 8.4 How agritourism impacts in Thuy Bieu address sustainability frameworks and concepts**

Agritourism sustainability matrix	<p>Topic 1: Stimulus for other local activities and boosting local economies</p> <p>Topic 2: Alternative source income for the farmer/Business diversification</p> <p>Topic 3: Distribution channel for farm product</p> <p>Topic 4: Infrastructure investments</p> <p>Topic 5: Natural and landscape resources maintenance/ Biodiversity and environmental protection</p> <p>Topic 6: Responsible use of raw materials and natural resources/Waste reduction</p> <p>Topic 7: Recovery of roots, folklore, and traditions</p> <p>Topic 9: Educate visitors toward agriculture and the rural world</p>
SDGs	<p>SDG 1: No poverty</p> <p>SDG 2: Zero hunger</p> <p>SDG 4: Quality education</p> <p>SDG 8: Decent work and economic growth</p> <p>SDG 9: Industry innovation and infrastructure</p> <p>SDG 10: Reduced inequalities</p> <p>SDG 11: Sustainable cities and communities</p> <p>SDG 16: Peace justice and strong institution</p>
Other sustainability concepts	<p>“Direct agri-food chain”</p> <p>“Common pool resources”</p> <p>“Commodification of agricultural assets”</p>

### **8.3. Theoretical contributions to knowledge**

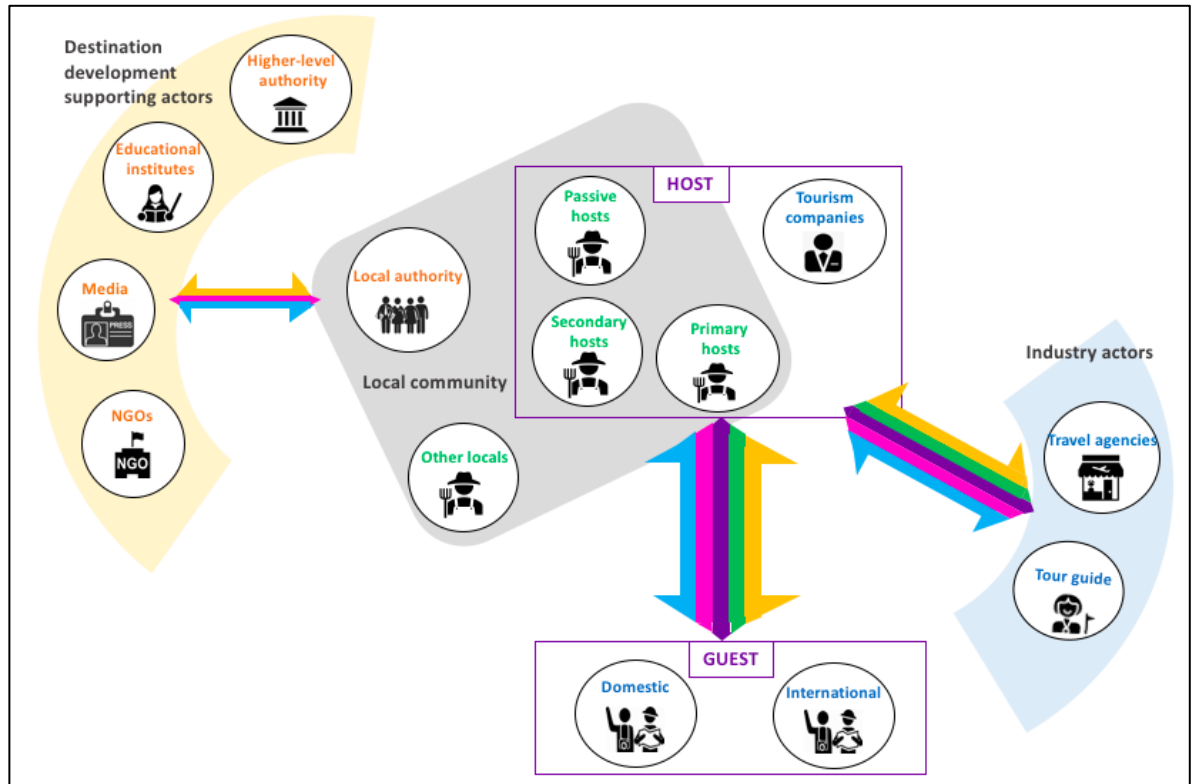
The key contributions made by this thesis include developing an advanced agritourism system model, highlighting the importance of understanding the local community perspective on agritourism, and adopting a qualitative SNA approach in an agritourism context.

As increasing attention has been paid to agritourism worldwide, from both practitioners and academics, there is a strong need for a deeper understanding of agritourism and its impacts, including more examples of the practice, especially from developing countries (EC, 2007; Gil Arroyo et al., 2013; Karampela & Kizos, 2018; Santeramo & Barbieri, 2016). The literature review shows it is vital to acknowledge the difference between developed and developing countries in terms of their practice of and research on agritourism, something that requires further work in the field of agritourism studies. This doctoral study fills a significant geographical gap in agritourism literature by adopting a case study of a peri-urban village in Vietnam.

The research findings reveal a lack of awareness of the agritourism concept and practice among stakeholders, reflecting in part the nascent stage of this phenomenon's development in Thuy Bieu (see also Shah et al., 2020). Based on the case-specific portfolio of agritourism products, the research offered a different approach to typical agritourism typology by introducing a continuum of products and services (Fig. 6.8). The continuum draws on the key sector component of the activity, putting the products on a range between the end points of agriculture and tourism. This inclusive tool can be used to raise awareness among stakeholders of a broad range of agritourism products and services, enhancing the support of relevant stakeholders from both sectors and those that may even be unaware of their connection to the sector.

The thesis enriches the agritourism literature by advancing the concept of the agritourism system model (McGehee, 2007), adding a deeper understanding about the various agritourism stakeholders and the links between them. The findings on the specific agritourism tourism system in Thuy Bieu, combined with an emphasis on the local community perspective, enabled a generalised agritourism tourism system model to be developed, a model that can potentially be applied in other agritourism destinations in Vietnam and elsewhere (Fig. 8.2). This proposed model provides a more comprehensive understanding about various agritourism stakeholders and highlights the importance of their participation in the practice and development of agritourism and the sustainable development of the host community.

**Figure 8.2 A generalised agritourism stakeholder model**



Based on the roles they play in the practice and development of agritourism in the destination, stakeholders are categorised into five groups: host, guest, local community, industry actors, and destination development supporting actors. Three key points should be highlighted from the proposed model. First, the model includes tourism companies as a host, acknowledging the pioneer role this actor plays in recognising tourism potential in a destination and thus investing in the area, as well as supporting the marketing and promotion of the destination and also the involvement of its local tourism service providers.

Second, while there has not been much distinction between international and domestic visitors in agritourism literature, this proposed model emphasises the difference between these two groups. The emphasis is needed because tourists have differing needs, tastes and spending power and thus are not a homogeneous group (Noronha, 2010). This distinction is useful when it comes to marketing to promote the agritourism products, given the different characteristics and expectations of each target market. Moreover, at a time when international travel is limited due to the global

COVID-19 pandemic, it is important for tourism practitioners to review their target markets and focus on the more viable ones. In the case of Thuy Bieu, for example, more effort should be made to promote tourism-focused offers (Thuy Bieu tour, accommodation) among the domestic markets, helping to fill the gap left by international tourists. Other agritourism products can also be made known to the wider public so that demand for these activities can increase and the local community can receive benefits.

Third, the local community is at the heart of any destination development and holds the key to achieving more sustainable development. An in-depth analysis of local resources that residents bring into agritourism activities and related host-guest interactions led to another distinctive contribution of this thesis: a classification of local actors. The approach considers not only the local residents who are engaged in the provision of tourism services but also those who are not currently involved. While they are not engaged in agritourism, they are members of the local community nonetheless and thus have an impact on and are impacted by agritourism being undertaken in their local space. Moreover, non-engaged local residents also have a say about what is going on in their community, in terms of implementation and development of any form of tourism or other practice, whether they support or oppose it. Finally, the “other” group might be prospective service providers, contributing to tourism growth in the future. This holistic view of local community is beneficial for local authorities and governments when it comes to designing policies and strategies to enhance the community participation in tourism and develop a sustainable destination by ensuring all community members are heard.

Another contribution of the thesis lies in its detailed presentation of the variety of links that exist between agritourism stakeholders; for example, links related to information, tourist inflow, service, agricultural produce and financial resources. The inclusion of an agricultural produce link in this model emphasises the inseparability of this resource from agritourism, highlighting the characteristic attribute of this niche-market tourism compared with its counterparts. As part of the agritourism system model, the arrows show the key interactions between groups of stakeholders. The

width of the arrows and their different elemental colors represent the links as well as the frequency of the interactions.

This research has advanced the knowledge of agritourism and its link to sustainable development outcomes by adopting an innovative framework to evaluate its sustainability. In addition to the conventional triple-bottom-line dimensions, the thesis highlighted how the practice of agritourism benefits specifically the agriculture sector of the host community. The thesis provides empirical evidence of agritourism impacts and relates them to other concepts in sustainable development such as direct agri-food chain, common pool resources, commodification of agricultural assets, Sustainable Development Goals and the agritourism sustainability matrix.

The application of SNA is still relatively recent and rare in agritourism studies, and the thesis's adoption of this method represents a distinctive methodological contribution to this research field (Casanueva et al., 2016). While a quantitative approach is most commonly adopted in the SNA area, this research took a qualitative approach in order to facilitate a deeper and richer analysis of the different agritourism stakeholders and their links with one another (see Curran et al., 1993). The thesis gained valuable information as an outcome of this approach, providing insight into stakeholders' backgrounds, interests and attitudes as well as the content of their relationships with other actors. The findings shine a light on the role of stakeholders and the networking patterns that influence broader network performance and agritourism practice at large.

Another methodological contribution made by this doctoral study is its approach to investigating host perceptions. The literature review shows that most studies in this area focus only on residents' perception of tourism impacts while largely ignoring their perception of the tourists (Reisinger & Turner, 2002). Also, they focus on perceptions of tourism impacts while ignoring the residents' ensuing responses and reactions towards tourism practice and the tourists themselves (Sharpley, 2014). Aiming for a holistic view of the problem, the thesis explored local peoples' perceptions of both tourists and tourism impacts, as well as their reactions and behaviours towards tourists and agritourism's impacts.

In the case of Thuy Bieu, the positive perception of tourists plays a key role in explaining the positive perception of agritourism impacts on the local community. The comprehensiveness of this study is also reflected in its sample which includes all local people no matter how involved they are in the tourism practice. This is where two theories – social exchange theory and social representation theory – come into play in understanding the local people’s perception of agritourism impacts, given the different degrees of their involvement in tourism: social exchange theory best explains the perceptions of those most involved, while social representation theory facilitates the understanding of why other locals with no involvement with tourism activities perceive agritourism in the way they do. The adoption of both theories proved to very valuable in understanding how local people perceive agritourism impacts given their varying degrees of interactions and involvement (Sharpley, 2014; Woosnam, 2012).

The thesis illustrates that the adoption of a qualitative approach using interview and observation methods can yield a rich pool of meaningful data and generate in-depth insights. As the sample included various stakeholders of different backgrounds, the research highlights the importance of using the right type of interview and suitable language with the right participant for the best possible outcome. Flexibility is key, as the researcher adopted informant interview, respondent interview, in-depth interview and and informal interview styles to approach the various participants. The same flexibility is needed when using the observation method. Depending on the observation objective, the observation objects and the research access, the researcher played different roles on the site either as a “play participant” or “complete participant”. This research is thus an example of the successful application of qualitative approaches to gaining deeper understanding and advance the knowledge of the agritourism system and its impacts on a local community.

#### **8.4. Practical implications for Thuy Bieu village and beyond**

This doctoral study has several practical implications directly relevant to the case study of the research, Thuy Bieu village. First and foremost, the research raised the awareness of local authority and other policymakers about the concept of agritourism and its potential as a strategy for the village given its agriculture strength and tourism potential. The findings of the research will be valuable for these stakeholders in developing a clear vision for tourism development in Thuy Bieu and relevant policies and approaches that can lead to the survival and revitalisation of agriculture as well as opening up more opportunities for local people to improve their quality of life through tourism income. The presentation of the complete agritourism product portfolio of Thuy Bieu in the findings, which is largely unknown to many, will help all related stakeholders have a better understanding of what the village has to offer.

This study emphasises the importance of understanding agritourism from a system perspective and presents the agritourism system of Thuy Bieu, featuring all key related stakeholders and their interactions. An understanding of who are in the network, which resources they possess, and which links they exhibit, provides the local authority and policymakers with knowledge that can be used to develop strategies for management of the networking and to encourage dynamic collaborations for improved development outcomes. This knowledge of the system also benefits tourism practitioners (TAs/TOs, tourism companies, local service providers) in their seeking of support from specialised agencies (Tourism Department, NGOs, educational institutes, local authority) or other partnerships to develop their tourism practice and business.

The role of local community in tourism development and practice has also been highlighted by the study. The in-depth analysis of local people's involvement in tourism and their perception of agritourism impacts will benefit local authorities and other agritourism practitioners with empirical evidence that can support the development of policies, regulations and strategies designed to facilitate the development of agritourism as well as build up a "happy host" community (Deery et al., 2012; Snaith & Haley, 1999).

Several recommendations that, if properly implemented, could benefit network development and agritourism development in Thuy Bieu have been made in Section 6.2 and Section 7.2, respectively, of this thesis. For example, there is a critical need to raise awareness of the agritourism concept among related stakeholders, and to enhance the collaboration between them to better assist the development of a sustainable destination. While the specific social and cultural context of the case study cannot be directly applied to other settings, findings from the research can still inform other communities and villages that have agritourism potential and want to engage in the practice as a tool for sustainable development, particularly in Vietnam and other developing countries in Southeast Asia.

### **8.5. Future research agenda**

This thesis on the agritourism practice in Thuy Bieu village provides other studies with similar goals a basis for comparison and offers grounds for further research in different settings in Vietnam or other countries. Expanding on the single case study approach which this study adopted successfully for an in-depth analysis and understanding of the research subject, future researchers could use a multi-case study or comparative approach to further the knowledge of the phenomenon in question.

The thesis has revealed a complete picture of an agritourism system based on the chosen case study, with all the key stakeholders and the links between them. The picture opens up several research opportunities into the specificity of each group of stakeholders, ranging from the host, the guest and the industry actors to the destination development supporting actors. For example, further research is needed to investigate why tourism companies choose a particular host destination to base their agritourism practice. Despite much effort to reach accommodation service providers in Thuy Bieu, the researcher was unable to directly interview them. This is unfortunate as interviews with the accommodation service providers could have provided interesting insight into how they see the current business-community relationship and how much they care about the host community's well-being. Such research would assist the local authority and policymakers considerably in developing supporting policies and projects to encourage more farmers to get involved in and benefit from the tourism practice.



One of the reasons for adopting a qualitative approach in this research is the lack of quantitative information available, due to the nascent stage of tourism development in Thuy Bieu. However, as times goes by and tourism develops, it is vital that statistics and data such as tourist arrivals, spending, length of stay and so on be collected to enable better management of agritourism practice in the village by the local authority and relevant specialised agencies. A better understanding of tourists' motivations, expectations, levels of satisfaction and experiences is also imperative to developing appealing offers and relevant marketing strategies. It is also important to further examine the difference between the two markets: international and domestic. Given the current nascent stage of agritourism in Thuy Bieu, this qualitative research provides future studies with a base upon which to develop simple barometers of future change, and an effective way to measure community concerns and needs as the industry develops further.

The research has uncovered an extensive list of links between stakeholders (see Section 6.1.2) but more research is required to better understand the characteristics (i.e., frequency of interaction, actors involved) of each link. This is especially so for the links within the information and financial resources networks, which are the most complicated of the networks (see Figs 6.2 and 6.6, respectively). Discussions with local stakeholders indicated some issues such as a lack of cooperation between some local service providers and some conflict around benefit sharing within the community. Thuy Bieu currently has no one leading the village's agritourism practice, and the lack of cooperation and elements of conflict within the local community appear to be hindering progress in the development of agritourism in the destination. However, due to the sensitivity of the problem, not much detail was given by the research participants. It is recommended that future studies further investigate how to enhance effective communication and collaboration between stakeholders in the agritourism system at large and within the local community. Such an approach will allow problems to be mitigated and enable the host community to truly benefit from the potential benefits that agritourism can bring.

## REFERENCES

- Abbrám, J. (2014). Clusters in tourism, agriculture and food processing within the Visegrad Group. *Agricultural Economics (Czech Republic)*, 60(5), 208–218.  
<https://doi.org/10.17221/20/2014-AGRICECON>
- Adamov, T., Ciolac, R., Iancu, T., Brad, I., Peț, E., Popescu, G., Șmuleac, L. (2020). Sustainability of agritourism activity. Initiatives and challenges in Romanian mountain rural regions. *Sustainability*, 12(6), 2502. <https://doi.org/10.3390/su12062502>
- Addinsall, C., Scherrer, P., Weiler, B., & Glencross, K. (2017). An ecologically and socially inclusive model of agritourism to support smallholder livelihoods in the South Pacific. *Asia Pacific Journal of Tourism Research*, 22(3), 301–315.  
<https://doi.org/10.1080/10941665.2016.1250793>
- Adisa, R. S. (2013). Agro-tourism in North-Central Nigeria: Perceptions, performance, problems, and prospects. *Journal of Travel & Tourism Research*, 13(1/2), 54–70.  
<https://content.ebscohost.com/ContentServer.asp?EbscoContent=dGJyMNLr40Seqa44y9fwOLCmsEmepq9Srq%2B4SLCWxWXS&ContentCustomer=dGJyMPGotVG3q7ZJuePfgeyx9Yvf5ucA&T=P&P=AN&S=R&D=hjh&K=110520860>
- Albrecht, J. N. (2013). Networking for sustainable tourism – Towards a research agenda. *Journal of Sustainable Tourism*, 21(5), 1–19. <https://doi.org/10.1080/09669582.2012.721788>
- Ali, A., & Frew, A. J. (2014). ICT and sustainable tourism development: An innovative perspective. *Journal of Hospitality and Tourism Technology*, 5(1), 2–16. <https://doi.org/10.1108/JHTT-12-2012-0034>
- Alves-Pinto, H. N., Latawiec, A. E., Strassburg, B., Barros, F. S., Sansevero, J. B., Iribarrem, A., Crouzeilles, R., Lemgruber, L., Rangel, M. C., & Silva, A. C. (2017). Reconciling rural development and ecological restoration: Strategies and policy recommendations for the Brazilian Atlantic Forest. *Land Use Policy*, 60, 419–426.  
<https://doi.org/10.1016/j.landusepol.2016.08.004>
- Amanor-Boadu, V. (2013). Diversification decisions in agriculture: The case of agritourism in Kansas. *International Food and Agribusiness Management Review*, 16(2), 57–74.  
<https://doi.org/10.22004/ag.econ.148583>
- Ammirato, S. (2010). An empirical study of agritourism evolution and e-commerce adoption challenges. *Information Technology & Tourism*, 12, 89–104.  
<https://doi.org/10.3727/109830510X12747489979664>
- Ammirato, S., & Felicetti, A. M. (2013) The potential of agritourism in revitalizing rural communities: Some empirical results. *IFIP Advances in Information and Communication Technology*, 408, 489–497.  
[https://doi.org/10.1007/978-3-642-40543-3\\_52](https://doi.org/10.1007/978-3-642-40543-3_52)
- Ammirato, S., Felicetti, A. M. (2014). The Agritourism as a means of sustainable development for rural communities: A research from the field. *International Journal of Interdisciplinary Environmental Studies*, 8, 17–29.  
<https://doi.org/10.18848%2F2329-1621%2FCGP%2Fv08i01%2F53305>
- Ammirato, S., Felicetti, A. M., Raso, C., Pansera, B. A., & Violi, A. (2020). Agritourism and sustainability: What we can learn from a systematic literature review. *Sustainability*, 12(22), 9575. <https://doi.org/10.3390/su12229575>

- Andereck, K. L., Valentine, K. M., Knopf, R. C., & Vogt, C. A. (2005). Residents' perceptions of community tourism impacts. *Annals of Tourism Research*, 32(4), 1056–1076. [https://doi.org/10.1016/0160-7383\(92\)90060-3](https://doi.org/10.1016/0160-7383(92)90060-3)
- Anderson, K. R. (2017). Tourism and global logistics hub development in the Caribbean: Will there be a symbiotic relationship? *Worldwide Hospitality and Tourism Themes*, 9(1), 105–115. <https://doi.org/10.1108/WHATT-11-2016-0062>
- Andriotis, K., & Vaughan, R. D. (2003). Urban residents' attitudes toward tourism development: The case of Crete. *Journal of Travel Research*, 42(2), 172. <https://doi.org/10.1177/0047287503257488>
- Annes, A., & Wright, W. (2015). 'Creating a room of one's own': French farm women, agritourism and the pursuit of empowerment. *Women's Studies International Forum*, 53, 1–11. <https://doi.org/10.1016/j.wsif.2015.08.002>
- Ap, J. (1992). Residents' perceptions on tourism impacts. *Annals of Tourism Research*, 19(4), 665–690. [https://doi.org/10.1016/0160-7383\(92\)90060-3](https://doi.org/10.1016/0160-7383(92)90060-3)
- Ap, J., & Crompton, J. L. (1993). Residents' strategies for responding to tourism impacts. *Journal of Travel Research*, 32(1), 47–50. <https://doi.org/10.1177/004728759303200108>
- Aquino, R. S., Lück, M. & Schänzel, H. K. (2018). A conceptual framework of tourism social entrepreneurship for sustainable community development. *Journal of Hospitality and Tourism Management*, 37, 23–32. <https://doi.org/10.1016/j.jhtm.2018.09.001>
- Archer, B., Cooper C., & Ruhanen, L. (2005). The positive and negative impacts of tourism, In W. F. Theobald. (Ed.), *Global Tourism* (3rd ed.) (pp. 79–102). Elsevier Butterworth Heinemann.
- Aref, F. (2011). Sense of community and participation for tourism development. *Life Science Journal*, 8(1), 20–25. [http://www.lifesciencesite.com/ljsj/life0801/03\\_4106life0801\\_20\\_25.pdf](http://www.lifesciencesite.com/ljsj/life0801/03_4106life0801_20_25.pdf)
- Aref, F., Redzuan, M. & Gill, S. S. (2010). Community capacity building: A review of its implication in tourism development. *Journal of American Science*, 6(1), 172–180. [http://www.jofamericanscience.org/journals/am-sci/am0601/23\\_1102\\_Dimensions\\_am0601.pdf](http://www.jofamericanscience.org/journals/am-sci/am0601/23_1102_Dimensions_am0601.pdf)
- Back, R. M., Tasci, A. D. A., & Milman, A. (2019). Experiential consumption of a South African wine farm destination as an agritourism attraction. *Journal of Vacation Marketing*. <https://journals.sagepub.com/doi/abs/10.1177/1356766719858642?ai=2b4&mi=ehikzz&af=R>
- Barbieri, C. (2013). Assessing the sustainability of agritourism in the US: A comparison between agritourism and other farm entrepreneurial ventures. *Journal of Sustainable Tourism*, 21(2), 1–19. <https://dx.doi.org/10.1080/09669582.2012.685174>
- Barbieri, C. (2017). Agritourism and sustainable rural development: The agritourism system's approach. In: Solha, K., Elesbao, I., & de Souza, M. (Eds.), *O Turismo Rural Comunitario como Estrategia de Desenvolvimento* (p. 240). Universidade Federal do Rio Grande do Sul.
- Barbieri, C. (2019). Agritourism research: A perspective article. *Tourism Review*, 75(1), 149–152. <https://doi.org/10.1108/TR-05-2019-0152>
- Barbieri, C., & Mahoney, E. (2009). Why is diversification an attractive farm adjustment strategy? Insights from Texas farmers and ranchers. *Journal of Rural Studies*, 25, 58–66. <https://doi.org/10.1016/j.jrurstud.2008.06.001>

- Barbieri, C., & Mshenga, P. M. (2008). The role of the firm and owner characteristics on the performance of agritourism farms. *Sociologia Ruralis*, 48(2), 166–183. <https://doi.org/10.1111/j.1467-9523.2008.00450.x>
- Barbieri, C., & Tew, C. (2016). *Perceived impact of agritourism on farm economic standing, sales and profits* (Vol. 34). 2010. Tourism Travel and Research Association: Advancing Tourism Research Globally. <https://scholarworks.umass.edu/ttra/2010/Oral/34>.
- Barbieri, C., Xu, S., Gil Arroyo, C., Rich, S. R. (2016). Agritourism, farm visit, or...? A branding assessment for recreation on farms. *Journal of Travel Research*, 55(8), 1094–1108. <https://doi.org/10.1177/0047287515605930>
- Belisle, F.J. (1983). Tourism and food production in the Caribbean. *Annals of Tourism Research*, 10(4), 497–513. [https://doi.org/10.1016/0160-7383\(83\)90005-1](https://doi.org/10.1016/0160-7383(83)90005-1)
- Belliggiano, A., Garcia, E. C., Labianca, M., Valverde, F. N., & De Rubertis, S. (2020). The “eco-effectiveness” of agritourism dynamics in Italy and Spain: A tool for evaluating regional sustainability. *Sustainability*, 12(17), 1–25. <https://doi.org/10.3390/su12177080>
- Bernardo, D., Valentin, L., & Leatherman, J. C. (2004). *Agritourism: If we build it, will they come?* Paper presented at the 2004 Risk and Profit Conference, Kansas State University, Manhattan, August 19–20, 2004.
- Berno, T. (1999). When a guest is a guest: Cook Islanders view tourism. *Annals of Tourism Research*, 26(3), 656–675. [https://doi.org/10.1016/S0160-7383\(99\)00002-X](https://doi.org/10.1016/S0160-7383(99)00002-X)
- Berno, T. (2017). Building the New Zealand advantage: Putting the ‘culture’ back into agriculture. In C. Massey (Ed.), *The New Zealand Land and Food Annual 2017* (Vol. 2, pp. 181–192). Massey University Press.
- Berno, T., Laurin, U., & Maltezakakis, G. (2014). The special role of agriculture in food tourism. In E. Wolf & W. Lange-Faria (Eds.), *Have fork will travel: Handbook for food tourism* (pp. 105–114). World Food Travel Association.
- Berno, T., Wisansing, J., & Dentice, G. (2020). Creative agritourism for development – Putting the ‘culture’ into agriculture in Thailand. In C. Dolezal, A. Trupp, & H. T. Bui (Eds), *Tourism and development in Southeast Asia*. Routledge.
- Bhatta, K., & Ohe, Y. (2019). Farmers’ willingness to establish community-based agritourism: Evidence from Phikuri village, Nepal. *International Journal of Tourism Sciences*, 19(2), 128–144. <https://doi.org/10.1080/15980634.2019.1621536>
- Bianchi, R. (2011). From agricultural to rural: Agritourism as a productive option. In K. Sidali, A. Spiller A., & B. Schulze (Eds), *Food, agri-culture and tourism* (pp. 56–71). Springer.
- Boesen, M., Sundbo, D., & Sundbo, J. (2017). Local food and tourism: An entrepreneurial network approach. *Scandinavian Journal of Hospitality & Tourism*, 17(1), 76–91. <https://doi.org/10.1080/15022250.2016.1218629>
- Bonadonna, A.; Matozzo, A.; Giachino, C., & Peira, G. (2019). Farmer behavior and perception regarding food waste and unsold food. *British Food Journal*, 121, 89–103. <http://dx.doi.org/10.1108/BFJ-12-2017-0727>
- Bondoc, I., 2009. *Finding fun in food farming characteristics of US agritourism industry*. [Unpublished master’s thesis]. University of Florida.
- Bramwell, B., & Lane, B. (2014). The “critical turn” and its implications for sustainable tourism research. *Journal of Sustainable Tourism*, 22(1), 1–8. <https://doi.org/10.1080/09669582.2013.855223>

- Bramwell, B., Higham, J., Lane, B. & Miller, G. (2017). Twenty-five years of sustainable tourism and the Journal of Sustainable Tourism: Looking back and moving forward, *Journal of Sustainable Tourism*, 25(1), 1–9, <https://doi.org/10.1080/09669582.2017.1251689>
- Brink, H. I. L. (1993). *Validity and reliability in qualitative research* presented at the meeting of the SA Society of Nurse Researcher's Workshop.
- Brinkmann, S., & Kvale, S. (2015). *InterViews: An introduction to qualitative research interviewing* (3rd ed.). SAGE.
- Brundtland Commission, & Hauff, V. (Ed.) (1987). *Our common future: Report of the World Commission on Environment and Development*. Oxford University Press.
- Bureau of Farmers Development (2005). *The handbook of agro-tourism development*. Department of Agricultural Extension.
- Burt, R. S. (1997). A note on social capital and network content. *Social Networks*, 19(4), 355–373. [https://doi.org/10.1016/S0378-8733\(97\)00003-8](https://doi.org/10.1016/S0378-8733(97)00003-8)
- Busby, G., & Rendle, S. (2000). The transition from tourism on farms to farm tourism. *Tourism Management*, 21(6), 635–642. [https://doi.org/10.1016/S0261-5177\(00\)00011-X](https://doi.org/10.1016/S0261-5177(00)00011-X)
- Byrd, E. T. (2007). Stakeholders in sustainable tourism development and their roles: Applying stakeholder theory to sustainable tourism development. *Tourism Review*, 62(2), 6–13. <http://doi.10.1108/16605370780000309>
- Calza, F., Go, F. M., Parmentola, A., & Trunfio, M. (2018). European rural entrepreneur and tourism-based diversification: Does national culture matter? *International Journal of Tourism Research*, 20(5), 671–683. <https://doi.org/10.1002/jtr.2215>
- Campbell, J. M., & Kubickova, M. (2020). Agritourism microbusinesses within a developing country economy: A resource-based view. *Journal of Destination Marketing Management*, 17, 100460. <https://doi.org/10.1016/j.jdmm.2020.100460>
- Cardoso, C., & Silva, M. (2018). Residents' perceptions and attitudes towards future tourism development : A challenge for tourism planners. *Worldwide Hospitality and Tourism Themes*, 10(6), 688–697. <https://doi.org/10.1108/WHATT-07-2018-0048>
- Carlsen, J., Getz, D., & Ali-Knight, J. (2001). The environmental attitudes and practices of family businesses in the rural tourism and hospitality sectors. *Journal of Sustainable Tourism*, 9, 281–297. <https://doi.org/10.1080/09669580108667403>
- Carmichael, B. A. (2000). A matrix model for resident attitudes and behaviours in a rapidly changing tourist area. *Tourism Management*, 21(6), 601–611. [https://doi.org/10.1016/S0261-5177\(00\)00007-8](https://doi.org/10.1016/S0261-5177(00)00007-8)
- Carpentier, N., & Ducharme, F. (2007). Support network validity: The example of the social network of caregivers of older persons with Alzheimer-type dementia. *Canadian Journal on Aging*, 26(S1), 103–115. [https://doi.org/10.3138/cja.26.suppl\\_1.103](https://doi.org/10.3138/cja.26.suppl_1.103)
- Carroll, A. B., & Buchholtz, A. K. (2009). *Business & society: Ethics & stakeholder management*. South-Western Cengage Learning.
- Casanueva, C., Gallego, Á., & García-Sánchez, M.-R. (2016). Social network analysis in tourism. *Current Issues in Tourism*, 19(12), 1190–1209. <https://doi.org/10.1080/13683500.2014.990422>
- Cassel, S. H., & Pettersson, K. (2015). Performing gender and rurality in Swedish farm tourism. *Scandinavian Journal of Hospitality and Tourism*, 15(1-2), 138–151. <https://doi.org/10.1080/15022250.2015.1005333>

- Chadha, H., & Onkar, P. (2019). An exploration of community-based tourism within the context of tourism planning and development. *E-review of Tourism Research*, 17(1), 1–22.  
<https://journals.tdl.org/ertr/index.php/ertr/article/view/469>
- Chang, H. H., Mishra, A. K., & Lee, T. H. (2019). A supply-side analysis of agritourism: Evidence from farm-level agriculture census data in Taiwan. *Australian Journal of Agricultural and Resource Economics*. <https://doi.org/10.1111/1467-8489.12304>
- Chatzigeorgiou, C., Christou, E., Kassianidis, P., & Sigala, M. (2009). Examining the relationship between emotions, customer satisfaction and future behavioural intentions in agrotourism. *Tourism: An International Multidisciplinary Journal of Tourism*, 4(4), 145–161.  
[https://www.researchgate.net/publication/46396036\\_Examining\\_the\\_Relationship\\_between\\_Emotions\\_Customer\\_Satisfaction\\_and\\_Future\\_Behavioral\\_Intentions\\_in\\_Agrotourism](https://www.researchgate.net/publication/46396036_Examining_the_Relationship_between_Emotions_Customer_Satisfaction_and_Future_Behavioral_Intentions_in_Agrotourism)
- Che, D., Veeck, A., & Veeck, G. (2005) Sustaining production and strengthening the agritourism product: Linkages among Michigan agritourism destinations. *Agriculture and Human Values*, 22(2), 225–34. <https://doi.org/10.1007/s10460-004-8282-0>
- Choenkwan, S., Promkhambut, A., Hayao, F., & Rambo, A. T. (2016). Does agrotourism benefit mountain farmers? A case study in Phu Ruea District, Northeast Thailand. *Mountain Research and Development*, 36, 162–172. <https://doi.org/10.1659/MRD-JOURNAL-D-15-00111.1>
- Choo, H., & Jamal, T. (2009). Tourism on organic farms in South Korea: A new form of ecotourism? *Journal of Sustainable Tourism*, 17(4), 431–454.  
<https://doi.org/10.1080/09669580802713440>
- Choo, H., & Petrick, J. F. (2012). Comparison between first-timers and repeaters for relationship marketing implications. *International Journal of Tourism Research*, 14(3), 298–302.  
<https://doi.org/10.1002/jtr.846>
- Ciolac, R., Adamov, T., Iancu, T., Popescu, G., Lile, R., Rujescu, C., & Marin, C. (2019). Agritourism – A sustainable development factor for improving the ‘health’ of rural settlements. Case study Apuseni mountains area. *Sustainability*, 11(5), 1467.  
<https://www.researchgate.net/deref/http%3A%2F%2Fdx.doi.org%2F10.3390%2Fs11051467>
- Clarke, J. (1996). Farm accommodation and the communication mix. *Tourism Management*, 17(8), 611–616. [https://doi.org/10.1016/S0261-5177\(97\)84224-0](https://doi.org/10.1016/S0261-5177(97)84224-0)
- Clarke, J. (1999). Marketing structures for farm tourism: Beyond the individual provider of rural tourism. *Journal of Sustainable Tourism*, 7(1), 26–47.  
<https://doi.org/10.1080/09669589908667325>
- Clemens, R. (2004). Keeping farmers on the land: Agritourism in the European Union. *Iowa Ag Review*, 10(3), 8–9. [https://www.card.iastate.edu/iowa\\_ag\\_review/summer\\_04/IAR.pdf](https://www.card.iastate.edu/iowa_ag_review/summer_04/IAR.pdf)
- Cole, S. (2007). Beyond authenticity and commodification. *Annals of Tourism Research*, 34(4), 943–960. <https://doi.org/10.1016/j.annals.2007.05.004>
- Cooper, C., Scott, N., & Baggio, R. (2009). Network position and perceptions of destination stakeholder importance. *Anatolia*, 20(1), 33–45.  
<https://doi.org/10.1080/13032917.2009.10518893>
- Corte, D. V., & Aria, M. (2014). Why strategic networks often fail: Some empirical evidence from the area of Naples. *Tourism Management*, 45, 3–15.  
<https://doi.org/10.1016/j.tourman.2014.03.010>

- Contini, C., Scarpellini, P., Polidori, R. (2009). Agri-tourism and rural development: The Low-Valdelsa case, Italy. *Tourism Review*, 64, 27–36.  
<https://doi.org/10.1108/16605370911004557>
- Creswell, J. W. (2014). *Research design: Qualitative, quantitative, and mixed methods approaches* (4th ed.). SAGE.
- Creswell, J. W., & Poth, C. N. (2018). *Qualitative inquiry & research design: Choosing among five approaches* (4th ed.). SAGE.
- Curran, J., Jarvis, R., Blackburn, R. A., & Black, S. (1993). Networks and small firms: Constructs, methodological strategies and some findings. *International Small Business Journal*, 11(2), 13–25. <https://doi.org/10.1177/026624269301100202>
- Das, B. R., & Rainey, D. V. (2010). Agritourism in the Arkansas Delta byways: Assessing the economic impacts. *International Journal of Tourism Research*, 12(3), 265–280.  
<https://doi.org/10.1002/jtr.752>
- Davis, J. B. (2001). Commentary tourism research and social theory expanding the focus. *Tourism Geographies*, 3(2), 125–134. <http://doi.org/10.1080/14616680010030248>
- Dearnley, C. (2005). A reflection on the use of semi-structured interviews. *Nurse Researcher*, 13(1), 19–28. <https://doi.org/10.7748/nr2005.07.13.1.19.c5997>
- Decrop, A. (1999). Triangulation in qualitative tourism research. *Tourism Management*, 20(1), 157–161. [https://doi.org/10.1016/S0261-5177\(98\)00102-2](https://doi.org/10.1016/S0261-5177(98)00102-2)
- Deery, M., Jago, L., & Fredline, L. (2012). Rethinking social impacts of tourism research: A new research agenda. *Tourism Management*, 33(1), 64–73.  
<https://doi.org/10.1016/j.tourman.2011.01.026>
- Del Chiappa, G., Atzeni, M., J. Pung, J., Risitano, M. (2019). Residents' views on cruise tourism in Naples Profiles and insights from a Mediterranean home-port destination. *European Journal of Tourism Research*, 23, 71–85.  
<https://ejtr.vumk.eu/index.php/about/article/view/390/394>
- Denman, J., & Denman, R. (2004). *Tourism and poverty alleviation: Recommendations for Action*. UNWTO. <http://www.e-unwto.org/content/G5M783>
- Denzin, N. K. (2009). *The research act: A theoretical introduction to sociological methods* (Vol. 17). American Sociological Association.
- Denzin, N. K., & Lincoln, Y. S. (2011). *The SAGE handbook of qualitative research* (4th ed.). SAGE.
- Dias, C. S. L., Rodrigues, R. G., & Ferreira, J. J. (2019). Agricultural entrepreneurship: Going back to the basics. *Journal of Rural Studies*, 70, 125–138.  
<https://doi.org/10.1016/j.jrurstud.2019.06.001>
- Doan, P. D. (2006). Vietnam's villages: A multiple functions and close solidarity community. In N. V. Kim (Ed.), *Vietnam's villages: Pluralism and close solidarity* (pp. 7–24). Vietnam National University Publishing House.
- Dolcy, T. J. (2015). *Linkages and impacts of tourism and agriculture in Fiji: Case studies from the Northern Division* [Unpublished master's thesis]. The University of the South Pacific, Suva.
- Doumi, M., Kyriakaki, A., & Stavrinoudis, T. (2020). Small-scale cultural tourism events: Residents' perceptions on their quality and impacts. *Tourism Analysis*, 25, 283–293.  
<https://doi.org/10.3727/108354220X15758301241800>

- Draženka, B., Andreja, P., & Nela, E. (2019). Sustainable tourism development of coastal destination – The role and the significance of local residents. *Tourism in Southern & Eastern Europe*, 5, 101–119. <https://doi.org/10.20867/tosee.05.21>
- Dubois, C., & Schmitz, S. (2013). What is the position of agritourism on the Walloon tourist market? *European Countryside*, 5(4), 295–307. <https://doi.org/10.2478/euco-2013-0019>
- European Commission. (2006). *Rural Development Policy 2007–2013*. <https://op.europa.eu/en/publication-detail/-/publication/15e0ed5e-16d6-4766-8005-53c51522e779>
- Eisenhardt, K. M., & Graebner, M. E. (2007). Theory building from cases: Opportunities and challenges. *Academy of Management Journal*, 50(1), 25–32. <https://doi.org/10.5465/AMJ.2007.24160888>
- Elkington, J. (1997). *Cannibals with forks. The triple bottom line of 21st century business* (Vol. 73). New Society Publishers.
- Emerson, R. M., Fretz, R. I., & Shaw, L. (2011). *Writing ethnographic fieldnotes*. University of Chicago Press.
- Emmel, N., & Clark, A. (2011). Learning to use visual methodologies in our research: A dialogue between two researchers. *Forum: Qualitative Social Research*, 12(1). <https://doi.org/10.17169/fqs-12.1.1508>
- Evans, N. J., & Ilbery, B. W. (1989). A conceptual framework for investigating farm-based accommodation and tourism in Britain. *Journal of Rural Studies*, 5(3), 257–266. [https://doi.org/10.1016/0743-0167\(89\)90004-1](https://doi.org/10.1016/0743-0167(89)90004-1)
- Fassoulas, C., & Zouros, N. (2010). Evaluating the influence of Greek geoparks to the local communities. *Bulletin of the Geological Society of Greece*, 43(2), 896–906. <https://doi.org/10.12681/bgsg.11255>
- Faulkner, B., & Tideswell, C. (1997). A framework for monitoring community impacts of tourism. *Journal of Sustainable Tourism*, 5(1), 3–28. <https://doi.org/10.1080/09669589708667273>
- Fetterman, D. M. (2010). *Ethnography: Step-by-step* (3rd ed.): SAGE.
- Flanigan, S., Blacstock, K., & Hunter, C. (2014). Agritourism from the perspective of providers and visitors: A typology-based study. *Tourism Management*, 40, 394–405. <http://dx.doi.org/10.1016/j.tourman.2013.07.004>
- Fleischer, A., & Tchetchik, A. (2005). Does rural tourism benefit from agriculture? *Tourism Management*, 26, 493–501. <https://doi.org/10.1016/j.tourman.2003.10.003>
- Fortune Business Insights. (2020, July). *Agritourism market size, share & COVID-19 impact analysis, by type (direct-market, education & experience, and event & recreation), and regional forecast, 2020–2027* (Report ID: FBI103297). <https://www.fortunebusinessinsights.com/agritourismmarket-103297>
- Fotiadis, A. & Vassiliadis, C. (2010). Rural tourism service quality in Greece. *e-Review of Tourism Research (eRTR)*, 8(4), 69–84. [https://www.researchgate.net/publication/230595196\\_Fotiadis\\_A\\_Vassiliadis\\_CA\\_2010\\_Fotiadis\\_A\\_Vassiliadis\\_C\\_2010\\_Rural\\_Tourism\\_Service\\_Quality\\_in\\_Greece\\_e-Review\\_of\\_Tourism\\_Research\\_eRTR\\_84\\_69-84\\_diathesimo\\_ste\\_httperttamuedu\\_ISSN\\_1941-5842\\_EBSCO's\\_Ho](https://www.researchgate.net/publication/230595196_Fotiadis_A_Vassiliadis_CA_2010_Fotiadis_A_Vassiliadis_C_2010_Rural_Tourism_Service_Quality_in_Greece_e-Review_of_Tourism_Research_eRTR_84_69-84_diathesimo_ste_httperttamuedu_ISSN_1941-5842_EBSCO's_Ho)
- Fredline, E., & Faulkner, B. (2000). Host community reactions: A cluster analysis. *Annals of Tourism Research*, 27(3), 763–784. [https://doi.org/10.1016/S0160-7383\(99\)00103-6](https://doi.org/10.1016/S0160-7383(99)00103-6)



- Freeman, R. E. (1984). *Strategic management: a stakeholder approach*. Pitman.
- Frent, C. (2016). An overview on the negative impacts of tourism. *Revista de Turism – Studii si Cercetari in Turism*, 22, 32–37. <http://www.revistadeturism.ro/rdt/article/view/344>
- Frochot, I. (2005). A benefit segmentation of tourists in rural areas: a Scottish perspective. *Tourism Management*, 26(3), 335–346. <https://doi.org/10.1016/j.tourman.2003.11.016>
- Frommenwiler, S. & Varga, P. (2015). A modified value chain analysis of tourism development in the Inlay Lake region, Myanmar. In R. Hay (Chair), Townsville, Australia: James Cook University. Symposium conduction at the meeting of the BEST EN Think Tank XV
- Gamm, L. (1981). An Introduction to research in interorganizational relations. *Journal of Voluntary Action Research*, 10(1), 18–52. <https://doi.org/10.1177/089976408101000304>
- Garau, C. (2015). Perspectives on cultural and sustainable rural tourism in a smart region: the case study of Marmilla in Sardinia (Italy). *Sustainability*, 7(6), 6412–6434. [https://www.researchgate.net/publication/277125555\\_Perspectives\\_on\\_Cultural\\_and\\_Sustainable\\_Rural\\_Tourism\\_in\\_a\\_Smart\\_Region\\_The\\_Case\\_Study\\_of\\_Marmilla\\_in\\_Sardinia\\_Italy](https://www.researchgate.net/publication/277125555_Perspectives_on_Cultural_and_Sustainable_Rural_Tourism_in_a_Smart_Region_The_Case_Study_of_Marmilla_in_Sardinia_Italy)
- Gartelman, S. (2001). Green Tourism: Where town and country meet. *Japan Times*. <https://www.japantimes.co.jp/community/2001/10/14/general/green-tourism-where-town-and-country-meet/>
- Giampiccoli, A., Kalis, J. H. (2012). Tourism, food, and culture: Community-based tourism, local food, and community development in Mpondoland. *Culture, Agriculture, Food & Environment*, 34(2), 101–123. <https://doi.org/10.1111/j.2153-9561.2012.01071.x>
- Gil Arroyo, C. G., Barbieri, C., & Rozier Rich, S. (2013). Defining agritourism: A comparative study of stakeholders' perceptions in Missouri and North Carolina. *Tourism Management*, 37, 39–47. <https://doi.org/10.1016/j.tourman.2012.12.007>
- Gil Arroyo, C. G., Barbieri, C., Sotomayor, S., & Knollenberg, W. (2019). Cultivating women's empowerment through agritourism: Evidence from Andean communities. *Sustainability*, 11(11), 3058. <https://doi.org/10.3390/su11113058>
- Giourga, C. & Loumou, A. (2006). Assessing the impact of pluriactivity on sustainable agriculture. A case study in rural areas of Beotia in Greece. *Environmental Management*, 37(6), 753–763. <https://doi.org/10.1007/s00267-003-0195-y>
- Goeller, D. J. (2006). Agri-tourism: Family style. *Cornhusker Economics*, [https://digitalcommons.unl.edu/cgi/viewcontent.cgi?article=1249&context=agecon\\_cornhusker](https://digitalcommons.unl.edu/cgi/viewcontent.cgi?article=1249&context=agecon_cornhusker)
- Gold, R. L. (1958). Roles in sociological field observation. *Social Forces*, 36(3), 217–223. <https://doi.org/10.2307/2573808>
- Hainsworth, D. (2009). Community tourism and broad-based local development: The case of Doi village, Thua Thien Hue province, Vietnam. In J. Bao (Ed.), *Tourism and community development – Asian practices* (2nd ed., pp. 113–126). World Tourism Organization (UNWTO).
- Halim, M. F. (2016). *Ushering NC women in agritourism towards success: Challenges and opportunities* [Unpublished master's thesis]. North Carolina State University.
- Hall, C. M., & Gössling, S. (2016). *Food tourism and regional development: Networks, products, and trajectories*. Routledge.
- Hanh, N. T. T. (2007). *Restoration and development of traditional handicraft in Thua Thien Hue province: A case of Phuoc Tich pottery*. Paper presented at the meeting of the 320 years of

- Phu Xuan – Hue: Characteristics and development of traditional handicrafts, in Hue, Vietnam.
- Hanoi Promotion Agency (HPA). (2017). *Hue's specialty pomelos*. <http://hpa.hanoi.gov.vn/nong-nghiep/dac-san-vung-mien/dac-san-ca-nuoc/mien-trung/buoi-thanh-tra-xu-hue-a3887>
- Hara, T., & Naipaul, S. (2008). Agritourism as a catalyst for improving the quality of the life in Rural Regions: A study from a developed country. *Journal of Quality Assurance in Hospitality and Tourism*, 9(1), 1–33. <https://doi.org/10.1080/15280080802108226>
- Hatley, L. (2009). *The nature of agritourism in the Buffalo City Municipality* [Unpublished dissertation]. Cape Peninsula University of Technology, Business.
- Hazell, P. B. (2015). *New developments in financial risk management tools for farmers*. <http://ebrary.ifpri.org/utils/getfile/collection/p15738coll2/id/127407/file/127618.pdf>
- Heath, S., Fuller, A., & Johnston, B. (2009). Chasing shadows: Defining network boundaries in qualitative social network analysis. *Qualitative Research*, 9(5), 645–651. <https://doi.org/10.1177/1468794109343631>
- Hegarty, C., & Przezborska, L. (2005). Rural and agri-tourism as a tool for reorganising rural areas in old and new member states — a comparison study of Ireland and Poland. *International Journal of Tourism Research*, 7(2), 63–77. <https://doi.org/10.1002/jtr.513>
- Heitmann, S. (2011). Tourist behaviour and tourism motivation. In P. Robinson, S. Heitmann, & P. U. C. Dieke (Eds.), *Research themes for tourism* (pp. 31–44). CABI. <http://doi.org/10.1079/9781845936846.0000>
- Henneberg, S. C., Mouzas, S., & Naudé, P. (2006). Network pictures: Concepts and representations. *European Journal of Marketing*, 40(3/4), 408–429. <https://doi.org/10.1108/03090560610648129>
- Hennink, M., Hutter, I., & Bailey, A. (2011). *Qualitative research methods*. SAGE.
- Higgins-Desbiolles, F. (2020). Socialising tourism for social and ecological justice after COVID-19, *Tourism Geographies*, 22(3), 610–623, <https://doi.org/10.1080/14616688.2020.1757748>
- Hoang, T. H. (2019). *Stakeholder collaboration in sustainable urban tourism development : the case of Hue City, Vietnam* [Unpublished master's thesis]. Auckland University of Technology, Auckland, New Zealand. <http://hdl.handle.net/10292/12726>
- Holden, A. (2005). Achieving a sustainable relationship between common pool resources and tourism: The role of environmental ethics. *Journal of Sustainable Tourism*, 13(4), 339–352. <https://doi.org/10.1080/09669580508668561>
- Hollinshead, K. (2006). The shift to constructivism in social inquiry: Some pointers for tourism studies. *Tourism Recreation Research*, 31(2), 43–58. <https://doi.org/10.1080/02508281.2006.11081261>
- Hong Thuy. (2018). “Orientation for agritourism development from the perspective of product and market” workshop. <https://vietnamtourism.gov.vn/index.php/items/26194>
- Hung, W.T., Ding, H.Y., & Lin, S.T. (2016). Determinants of performance for agritourism farms: An alternative approach. *Current Issues in Tourism*, 19, 1281–1287. <https://doi.org/10.1080/13683500.2015.1037254>
- Hussain, A. (2021). A future of tourism industry: Conscious travel, destination recovery and regenerative tourism. *Journal of Sustainability and Resilience*, 1(1), 1–10. [https://sustainabilityandresilience.co.nz/wp-content/uploads/2020/09/Hussain\\_Journal-of-Sustainability-and-Resilience\\_Issue\\_1\\_Volume\\_1.pdf](https://sustainabilityandresilience.co.nz/wp-content/uploads/2020/09/Hussain_Journal-of-Sustainability-and-Resilience_Issue_1_Volume_1.pdf)

- Iakovidou, O. (1997). Agro-tourism in Greece: The case of women agro-tourism co-operatives of Ambelakia. *MEDIT*, 1, 44–47.  
[http://www.iamb.it/share/img\\_new\\_medit\\_articoli/774\\_44iakovidou.pdf](http://www.iamb.it/share/img_new_medit_articoli/774_44iakovidou.pdf)
- Ilbery, B., Bowler, I., Crockett, A., Shaw, A., & Clark, G. (1998). Farm-based tourism as an alternative farm enterprise: A case study from the Northern Pennines, England. *Regional Studies*, 32(4), 355–364. [https://www.researchgate.net/publication/271933722\\_Farm-based\\_tourism\\_as\\_an\\_alternative\\_farm\\_enterprise\\_A\\_case\\_study\\_from\\_the\\_Northern\\_Pennines\\_England](https://www.researchgate.net/publication/271933722_Farm-based_tourism_as_an_alternative_farm_enterprise_A_case_study_from_the_Northern_Pennines_England)
- Iorio, M., & Corsale, A. (2014). Community-based tourism and networking: Viscri, Romania. *Journal of Sustainable Tourism*, 22(2), 234–255.  
<https://doi.org/10.1080/09669582.2013.802327>
- Ispas, A., Untaru, E.N., & Candrea, A. N. (2019). Environmental management practices within agritourism boarding houses in Romania: A qualitative study among managers. *Sustainability (Switzerland)*, 11(14). <https://doi.org/10.3390/su11143887>
- Johnson, R., & Christensen, L. (2014). *Educational research; Quantitative, qualitative, and mixed approaches* (5th ed.). SAGE.
- Jurowski, C., Uysal, M., Williams, D. R. (1997). A theoretical analysis of host community resident reactions to tourism. *Journal of Travel Research*, 36(2), 3–11.  
<https://doi.org/10.1177/004728759703600202>
- Jurowski, C., & Gursoy, D. (2004). Distance effects on residents' attitudes toward tourism. *Annals of Tourism Research*, 31(2), 296–312. <https://doi.org/10.1016/j.annals.2003.12.005>
- Karabati, S., Dogan, E., Pinar, M., & Celik, L. M. (2009). Socio-economic effects of agri-tourism on local communities in Turkey: The case of Aglasun. *International Journal of Hospitality & Tourism Administration*, 10(2), 129–142. <https://doi.org/10.1080/15256480902851032>
- Karampela, S., Kavroudakis, D., & Kizos, T. (2017). Agritourism networks: Empirical evidence from two case studies in Greece. *Current Issues in Tourism*, 1–20.  
<https://doi.org/10.1080/13683500.2017.1379475>
- Karampela, S., Kizos, T., & Spilanis, I. (2016). Evaluating the impact of agritourism on local development in small islands. *Island Studies Journal*, 11(1), 161–176.  
[https://www.researchgate.net/profile/Thanasis-Kizos/publication/303065533\\_Evaluating\\_the\\_impact\\_of\\_agritourism\\_on\\_local\\_development\\_in\\_small\\_islands/links/573ab1bd08ae298602e38afa/Evaluating-the-impact-of-agritourism-on-local-development-in-small-islands.pdf](https://www.researchgate.net/profile/Thanasis-Kizos/publication/303065533_Evaluating_the_impact_of_agritourism_on_local_development_in_small_islands/links/573ab1bd08ae298602e38afa/Evaluating-the-impact-of-agritourism-on-local-development-in-small-islands.pdf)
- Karampela, S. & Kizos, T. (2018). Agritourism and local development: Empirical evidence from two case studies in Greece. *International Journal of Tourism Research*, 22(12), 1–12.  
<https://doi.org/10.1002/jtr.2206>
- Kastenholz, E., Carneiro, M. J., Eusébio, C., Figueiredo, E. (2013). Host–guest relationships in rural tourism: Evidence from two Portuguese villages. *Anatolia: An International Journal of Tourism & Hospitality Research*, 24(3), 367–380.  
<https://doi.org/10.1080/13032917.2013.769016>
- Katz, N., Lazer, D., Arrow, H., & Contractor, N. (2004). Network theory and small groups. *Small Group Research*, 35(3), 307–332. <https://doi.org/10.1177/1046496404264941>
- Kenebayeva, A. S. (2014a). Customer's willingness to pay for agritourism products. *Actual Problems of Economics*, 154(4), 344–353. ISBN: 1993-6788

- Kenebayeva, A. S. (2014b). A study of consumer preferences regarding agritourism in Kazakhstan: A comparative study between urban and rural area consumers. *Worldwide Hospitality and Tourism Themes*, 6(1), 27–39. <https://doi.org/10.1108/WHATT-10-2013-0042>
- Khairabadi, O., Sajadzadeh, H., & Mohammadianmansoor, S. (2020). Assessment and evaluation of tourism activities with emphasis on agritourism: The case of Simin region in Hamedan City. *Land Use Policy*, 99, 105045. <https://doi.org/10.1016/j.landusepol.2020.105045>
- Khanal, A. R., & Mishra, A. K. (2014). Agritourism and off-farm work: Survival strategies for small farms. *Agricultural Economics (United Kingdom)*, 45(S1), 65–76. <https://doi.org/10.1111/agec.12130>
- Kim, S., Lee, S. K., Lee, D., Jeong J., & Moon, J. (2019). The effect of agritourism experience on consumers' future food purchase patterns. *Tourism Management*, 70, 144–152. <https://doi.org/10.1016/j.tourman.2018.08.003>
- King, N. & Horrocks, C. (2010). *Interviews in qualitative research*. SAGE.
- Kizos, T., & Iosifides, T. (2007). The contradictions of agrotourism development in Greece: Evidence from three case studies. *South European Society and Politics*, 12(1), 59–77. <https://doi.org/10.1080/13608740601155443>
- Kline, C., & Milburn, L. (2010). Ten categories of entrepreneurial climate to encourage rural tourism development. *Annals of Leisure Research*, 13(1-2), 320–348. <https://doi.org/10.1080/11745398.2010.9686850>
- Klitsunova, V. (2003) Role of associations in rural tourism product development. In *Rural Tourism in Europe: Experiences, Development, and Perspectives* (pp. 195–199) <https://www.e-unwto.org/doi/abs/10.18111/9789284407163>
- Koutsouris, A., Gidarakou, I., Grava, F., Michailidis, A. (2014). The phantom of (agri)tourism and agriculture symbiosis? A Greek case study. *Tourism Management Perspective*, 12, 49–103. <https://doi.org/10.1016/j.tmp.2014.09.001>
- Krippendorff, J. (1999). *The holiday makers: Understanding the impact of leisure and travel*. Butterworth-Heinemann.
- Lane, B., 1994. What is rural tourism? *Journal of Sustainable Tourism*, 2(1-2), 7–21. <https://doi.org/10.1080/09669589409510680>
- LaPan, C., & Barbieri, C. (2014). The role of agritourism in heritage preservation. *Current Issues in Tourism*, 17(8), 666–673. <https://doi.org/10.1080/13683500.2013.849667>
- Lawson, R. W., Williams, J., Young, T., & Cossens, J. (1998). A comparison of residents' attitudes towards tourism in 10 New Zealand destinations. *Tourism Management*, 19(3), 247–256. [https://doi.org/10.1016/S0261-5177\(98\)00018-1](https://doi.org/10.1016/S0261-5177(98)00018-1)
- Li, J. & Barbieri, C. (2020). Demystifying Members' Social Capital and Networks within an Agritourism Association: A Social Network Analysis. *Tourism and Hospitality*, 1(1), 41-58. <https://doi.org/10.3390/tourhosp1010004>
- Lindberg, K., & Johnson, R. L. (1997). Modelling resident attitudes toward tourism. *Annals of Tourism Research*, 24(2), 402–424. [https://doi.org/10.1016/S0160-7383\(97\)80009-6](https://doi.org/10.1016/S0160-7383(97)80009-6)
- Lohmann, M. (2004). *New demand factors in tourism* [paper]. Meeting of the European Tourism Forum, Budapest, Hungary.
- Lozano, R. (2008). Envisioning sustainability three-dimensionally. *Journal of Cleaner Production*, 16(17), 1838–1846. <https://doi.org/10.1016/j.jclepro.2008.02.008>

- Lupi, C., Giaccio, V., Mastronardi, L., Giannelli, A., & Scardera, A. (2017). Exploring the features of agritourism and its contribution to rural development in Italy. *Land Use Policy*, 64, 383–390. <https://doi.org/10.1016/j.landusepol.2017.03.002>
- Luštický, M., & Musil, M. (2016). Towards a theory of stakeholders' perception of tourism impacts. *Czech Journal of Tourism*, 5(2), 93–110. <https://doi.org/10.1515/cjot-2016-0006>
- Luu, H. (2018). *Sustainable eco-tourism development associated with agriculture and rural areas*. <http://baochinhphu.vn/Du-lich/Phat-trien-du-lich-sinh-thai-ben-vung-gan-voi-nong-nghiep-nong-thon/336768.vgp>
- MacQueen, K. M., McLellan, E., Metzger, D. S., Kegeles, S., Strauss, R. P., Scotti, R., & Trotter, R. T. (2001). What is community? An evidence-based definition for participatory public health. *American Journal of Public Health*, 91(12), 1929–1938. <https://ajph.aphapublications.org/doi/10.2105/AJPH.91.12.1929>
- Madrigal, R. (1995). Residents' perceptions and the role of government. *Annals of Tourism Research*, 22, 86–102. [https://doi.org/10.1016/0160-7383\(94\)00070-9](https://doi.org/10.1016/0160-7383(94)00070-9)
- Mahaliyanaarachchi, R., 2017. *Agri Tourism Segment of Rural Tourism* [e-book]. [https://www.researchgate.net/publication/313671011\\_Agri\\_Tourism\\_Segment\\_of\\_Rural\\_Tourism](https://www.researchgate.net/publication/313671011_Agri_Tourism_Segment_of_Rural_Tourism)
- Mahon, J. F., Heugens, P. P. M. A. R., & Lamertz, K. (2004). Social networks and non-market strategy. *Journal of Public Affairs*, 4(2), 170–189. <https://onlinelibrary.wiley.com/doi/pdf/10.1002/pa.179>
- Malkanthi, S. H. P., & Routray, J. K. (2012). Visitor satisfaction in agritourism and its implications for agritourism farmers in Sri Lanka. *International Journal of Agricultural Management*, 2(1), 17–30. <https://doi.org/10.5836/ijam/2013-01-03>
- Malkanthi, S. H. P., & Routray, J. K. (2011). Potential for agritourism development: Evidence from Sri Lanka. *The Journal of Agricultural Sciences*, 6(1), 45–58. [http://repo.lib.sab.ac.lk:8080/xmlui/bitstream/handle/123456789/908/3812-13494-1-PB%20\(1\)%20-%20Copy.pdf?sequence=1](http://repo.lib.sab.ac.lk:8080/xmlui/bitstream/handle/123456789/908/3812-13494-1-PB%20(1)%20-%20Copy.pdf?sequence=1)
- Marcinek, A. A. & Hunt, C. A. (2019). Tourism and cultural commons in the Ecuadorian Amazon. *Journal of Tourism & Cultural Change*, 17(4), 449–466. <https://doi.org/10.1080/14766825.2019.1591711>
- Maroto-Martos, J.C., Voth, A., & Pinos-Navarrete, A. (2020). The importance of tourism in rural development in Spain and Germany. In E. Cejudo & F. Navarro (Eds), *Neoendogenous development in European rural areas. Results and lessons* (pp. 181–205). Springer.
- Marques, H. (2006). Searching for complementarities between agriculture and tourism – The demarcated wine-producing regions of northern Portugal. *Tourism Economics*, 12(1), 147–155. <https://doi.org/10.5367/000000006776387141>
- Mastronardi, L., Giaccio, V., Giannelli, A., & Scardera, A. (2015). Is agritourism eco-friendly? A comparison between agritourisms and other farms in Italy using farm accountancy data network dataset. *SpringerPlus*, 4(1), 1–12. <https://doi.org/10.1186/s40064-015-1353-4>
- Mazlan, N. & Juraimi, A. S. (2014). Development and challenges of agritourism in Malaysia. *Journal of the International Society for Southeast Asian Agricultural Sciences*, 20(1), 131–138. <https://www.cabdirect.org/cabdirect/FullTextPDF/2014/20143225821.pdf>
- McGehee, N. G. (2007). An agritourism systems model: A Weberian perspective. *Journal of Sustainable Tourism*, 15(2), 111–124. <https://doi.org/10.2167/jost634.0>

- McGehee, N. G., & Andereck, K. L. (2004). Factors predicting rural residents' support of tourism. *Journal of Travel Research*, 43(2), 131–140. <https://doi.org/10.1177/0047287504268234>
- McGehee, N. G., & Kim, K. (2004). Motivation for agri-tourism entrepreneurship. *Journal of Travel Research*, 43(2), 161–170. <https://doi.org/10.1177/0047287504268245>
- McIntyre, G., Hetherington, A. & Inskeep, E. (1993). *Sustainable tourism development: A guide for local planners*. World Tourism Organization.
- Meadows, D. H., & Wright, D. (2009). *Thinking in systems: A primer*. Earthscan.
- Mellon, V., & Bramwell, B. (2016). Protected area policies and sustainable tourism: Influences, relationships and coevolution. *Journal of Sustainable Tourism*, 24(10), 1369–1386. <https://doi.org/10.1080/09669582.2015.1125909>
- Mertens, D. M. (2010). Transformative mixed methods research. *Qualitative Inquiry*, 16(6), 469–474. <https://doi.org/10.1177/1077800410364612>
- Milne, S., & Ateljevic, I. (2001). Tourism, economic development and the global-local nexus: Theory embracing complexity. *Tourism Geographies*, 3(4), 369–393. <https://doi.org/10.1080/146166800110070478>
- Milne, S., Deuchar, C., & Peters, K. (2016). 'Get Local': ICT, tourism and community place making in Auckland, New Zealand. In A. Paolo Russo & G. Richards (Eds.), *Reinventing the local in tourism: Producing, consuming and negotiating place* (pp. 101–116). Channel View Publications. Retrieved from <http://www.channelviewpublications.com/display.asp?isbn=9781845415686>
- Mitchell, J. & Ashley, C. (2010). *Tourism and poverty reduction: Pathways to prosperity*. Earthscan.
- Mohd Said, H., Chui Yee, C., & Mei Fung, O., 2012. A swot analysis on agrotourism destination: A case on rural development in a small town Sekinchan, Selangor, Malaysia. *International Journal of Business Management Studies*, 1(2), 29–43. <http://universitypublications.net/ijbms/0102/pdf/FIR258.pdf>
- Moscardo, G. (2008). *Building community capacity for tourism development*. CABI.
- Moscardo, G (2011) Exploring social representations of tourism planning: Issues for governance. *Journal of Sustainable Tourism* 19(4-5), 423–436. <https://doi.org/10.1080/09669582.2011.558625>
- Murphy, L., Benckendorff, P., Moscardo, G. & Pearce, P. L. (2011). *Tourist shopping villages: Forms and functions*. Routledge.
- Naidoo, P., & Sharpley, R. (2016). Local perceptions of the relative contributions of enclave tourism and agritourism to community well-being: The case of Mauritius. *Journal of Destination Marketing and Management*, 5(1), 16–25. <https://doi.org/10.1016/j.jdmm.2015.11.002>
- National Assembly of Vietnam. (2003). *Laws on Cooperatives*.
- Nguyen, D. G. (2015). *Tourism, traditional handicrafts, and community economic development: A value chain analysis of Phuoc Tich Heritage Village, Vietnam* [Unpublished doctoral thesis]. Auckland University of Technology, Auckland, New Zealand.
- Nickerson, N. P., Black, R. J., & McCool, S. F. (2001). Agritourism: Motivations behind farm/ranch business diversification. *Journal of Travel Research*, 40(1), 19–26. <https://doi.org/10.1177/004728750104000104>

- Niinimäki, E. (2020). *How has the coronavirus (COVID-19) pandemic impacted your summer travel plans?* <https://www.statista.com/statistics/1120377/coronavirus-impact-on-summer-travel-plans-in-finland/> (accessed on 30 June 2020).
- Nilsson, P. A. (2002). Staying on farms: An ideological background. *Annals of Tourism Research*, 29, 7–24. [https://doi.org/10.1016/S0160-7383\(00\)00081-5](https://doi.org/10.1016/S0160-7383(00)00081-5)
- Nogueira, S., & Pinho, J. C. (2015). Stakeholder network integrated analysis: The specific case of rural tourism in the Portuguese Peneda-Gerês National Park. *International Journal of Tourism Research*, 17(4), 325–336. <https://doi.org/10.1002/jtr.1989>
- Noronha, L. (2010). Tourism products, local host communities and ecosystems in Goa, India. In L. Lebel, S. Lorek, & R. Daniel (Eds.), *Sustainable production consumption systems* (pp. 237–249). Springer.
- Novelli, M., Schmitz, B. & Spencer, T. (2006). Networks, clusters and innovation in tourism: A UK experience. *Tourism Management* 27(6), 1141–1152. <https://doi.org/10.1016/j.tourman.2005.11.011>
- Ollenburg, C. (2008). Regional signatures and trends in the farm tourism sector. *Tourism Recreation Research*, 33(1), 13–23. <https://doi.org/10.1080/02508281.2008.11081286>
- Ollenburg, C., & Buckley, R. (2007). Stated economic and social motivations of farm tourism operators. *Journal of Travel Research*, 45(4), 444–452. <https://doi.org/10.1177/0047287507299574>
- Oppermann, M. (1995). Holidays on the farm: A case study of German hosts and guests. *Journal of Travel Research*, 34(1), 63–67. <https://doi.org/10.1177/004728759503400108>
- Ostrom, E., & Field, B. (1999). Revisiting the commons: Local lessons, global changes. *Science*, 284, 278–282. <https://science.sciencemag.org/content/sci/284/5412/278.full.pdf>
- Ozturk, A. B., Ozer, O., & Çaliskan, U. (2015). The relationship between local residents' perceptions of tourism and their happiness: a case of Kusadasi, Turkey. *Tourism Review*, 70(3), 232–242. <https://doi.org/10.1108/TR-09-2014-0053>
- Paniccia, P. M. A., & Baiocco, S. (2021). Interpreting sustainable agritourism through co-evolution of social organizations. *Journal of Sustainable Tourism*, 29(1), 87–105. <https://doi.org/10.1080/09669582.2020.1817046>
- Pandey, H., & Pandey, P. R. (2011). Socio-economic development through agro-tourism: A case study of Bhaktapur, Nepal. *Journal of Agriculture and Environment*, 12, 59–66. <https://doi.org/10.3126/aej.v12i0.7564>
- Partalidou, M., & Koutsou, S. (2012). Locally and socially embedded tourism clusters in rural Greece. *Tourismo: An international Multidisciplinary Journal of Tourism*, 7, 99–116. <https://doi.org/10.3126/aej.v12i0.7564>
- Pearce, P. L., Moscardo, G., & Ross, G. F. (1996). *Tourism community relationships* (1st ed.). Pergamon
- Pérez, E. A., & Nadal, J. R. (2005). Host community perceptions a cluster analysis. *Annals of Tourism Research*, 32(4), 925–941. <https://doi.org/10.1016/j.annals.2004.11.004>
- Petrović, M. D., Blešić, I., Vujko, A., & Gajić, T. (2017). The role of agritourism's impact on the local community in a transitional society: A report from Serbia. *Transylvanian Review of Administrative Sciences*, 2017(50E), 146–163. <https://doi.org/10.24193/tras.2017.0009>
- Phelan, C., & Sharpley, R. (2011). Exploring agritourism entrepreneurship in the UK. *Tourism Planning and Development*, 8(2), 121–136. <https://doi.org/10.1080/21568316.2011.573912>

- Phillip, S., Hunter, C., & Blackstock, K. (2010). A typology for defining agritourism. *Tourism Management*, 31(6), 754–758. <https://doi.org/10.1016/j.tourman.2009.08.001>
- Potočnik-Slavič, I., & Schmitz, S. (2013). Farm tourism across Europe. *European Countryside*, 5(4), 265–274. <https://doi.org/10.2478/euco-2013-0017>
- PPC – People’s Committee of Thua Thien Hue province. (2016). *Decision on the approval of Hue Garden Houses to participate in the project “Policy to Support for Protection and Value Promotion of Special Hue Garden Houses”*.
- Prasetyo, B. D., Kurniadi, R., & Setyowati, R. (2020). Industry 4.0 and the future challenges for the local community to manage eco-tourism (A case study of the participatory eco-tourism management in Menipo Island, West Timor, Indonesia). *IOP Conference Series: Earth & Environmental Science*, 533, 012002.
- Pratt, S. (2013). Minimising food miles: Issues and outcomes in an ecotourism venture in Fiji. *Journal of Sustainable Tourism*, 21(8), 1148–1165. <https://doi.org/10.1080/09669582.2013.776060>.
- Pratt, S., & Harrison, D. (2015). *Tourism in Pacific Islands: Current issues and future challenges*. Routledge.
- Prayag, G., Hosany, S & Odeh, K. (2013). The role of tourists’ emotional experiences and satisfaction in understanding behavioural intentions. *Journal of Destination Marketing & Management*, 2(2), 118–127. <http://doi.10.1016/j.jdmm.2013.05.001>
- Provincial Tourism Department. (2013). *Master Plan for Tourism Development of Thua Thien Hue: Period 2013–2020, Orientation To 2030*.
- Provincial Tourism Department (2019). *Tourism on tourism performance in 2018 and direction for 2019*.
- Qiu, S. R., & Fan, S. S. (2016). Recreational value estimation of suburban leisure agriculture: A case study of the Qianjiangyue agritourism farm. *Journal of Mountain Science*, 13(1), 183–192. <https://doi.org/10.1007/s11629-014-3286-8>
- Reisinger, Y., & Turner, L. W. (2002). Cultural differences between Asian tourist markets and Australian hosts (Part 1). *Journal of Travel Research*, 40(3), 295–315. <https://doi.org/10.1177/004728750204000308>
- Richards, G. & Munsters, W. (2010). *Cultural tourism research methods*. CABI.
- Roberts, L., & Hall, D. (2001). *Rural tourism and recreation: Principles to practice*. CABI.
- Rogerson, C. M., & Rogerson, J. M. (2014). Agritourism and local economic development in South Africa. *Bulletin of Geography*, 26(26), 93–106. <https://doi.org/10.2478/bog-2014-0047>
- Roman, M., & Golnik, B. (2019). Current status and conditions for agritourism development in the Lombardy region. *Bulgarian Journal of Agricultural Science*, 25(1), 18–25. <https://www.agrojournal.org/25/01-03.pdf>
- Romero, L. & Tejada, P. (2011). A multi-level approach to the study of production chains in the tourism sector. *Tourism Management*, 32, 10. <http://doi.10.1016/j.tourman.2010.02.006>
- Rubin, H. J., & Rubin, I. S. (2011). *Qualitative interviewing: The art of hearing data* (3rd ed.). SAGE.
- Sanchez-Martin, J.-M., Blas-Morato, R., & Rengifo-Gallego, J.-I. (2019). The Dehesas of Extremadura, Spain: A potential for socio-economic development based on agritourism activities. In *Forests*, 10(8), 620. <https://www.researchgate.net/deref/https://doi.org/10.3390/2019080620>



- Saftić, D., Damijanić, A. T., & Luk, N. (2011). *Stakeholder approach in tourism management: implication in Croatian tourism*. Paper presented at the meeting of the 30th International Conference on Organizational Science Development, Portorož, Slovenia.
- Sanjek, R. (1990). A vocabulary for fieldnotes. In R. Sanjek (Ed.), *Fieldnotes: The makings of anthropology* (pp. 92–121). Cornell University Press.
- Santeramo, F. G. & Barbieri, C. (2016): On the demand for agritourism: A cursory review of methodologies and practice. *Tourism Planning & Development*, 14(1), 139–148. <https://doi.org/10.1080/21568316.2015.1137968>
- Savage, A. E., Barbieri, C. & Jakes, S. (2020). Cultivating success: personal, family and societal attributes affecting women in agritourism. *Journal of Sustainable Tourism*. <https://doi.org/10.1080/09669582.2020.1838528>
- Sayadi, S., González-Roa, M.C., & Calatrava-Requena, J. (2009). Public preferences for landscape features: The case of agricultural landscape in mountainous Mediterranean areas. *Land Use Policy*, 26, 334–344. <https://doi.org/10.1016/j.landusepol.2008.04.003>
- Schepis, D. (2011). *Social network analysis from a qualitative perspective*. [https://www.researchgate.net/profile/Daniel\\_Schepis/publication/311614546\\_Social\\_Network\\_Analysis\\_from\\_a\\_Qualitative\\_Perspective/links/5850f34e08ae8f37381949cb/Social-Network-Analysis-from-a-Qualitative-Perspective.pdf](https://www.researchgate.net/profile/Daniel_Schepis/publication/311614546_Social_Network_Analysis_from_a_Qualitative_Perspective/links/5850f34e08ae8f37381949cb/Social-Network-Analysis-from-a-Qualitative-Perspective.pdf)
- Schilling, B. J., Attavanich, W., & Jin, Y. (2014). Does agritourism enhance farm profitability? *Journal of Agricultural and Resource Economics*, 39(1), 69–87. <https://www.jstor.org/stable/pdf/44131315.pdf>
- Scholz, R. W., & Tietje, O. (2002). *Embedded case study methods: Integrating quantitative and qualitative knowledge*. Sage Publications.
- Seisawatwanit, P. (2013). An approach to efficient management models for agritourism businesses in eastern region of Thailand. *PSAKU International Journal of Interdisciplinary Research*, 2(1), 114–129. <https://so05.tci-thaijo.org/index.php/PSAKUIJIR/article/view/216659/150416>
- Shah, C., Gibson, D., Shah, S., & Pratt, S. (2020). Exploring a market for agritourism in Fiji: Tourists' perspective. *Tourism Recreation Research*, 45(2), 204–217. <https://doi.org/10.1080/02508281.2019.1685180>
- Sharpley, R. (2014). Host perceptions of tourism: A review of the research. *Tourism Management*, 42, 37–49. <https://doi.org/10.1016/j.tourman.2013.10.007>
- Sharpley, R. (2018). *Tourism, tourists and society* (5th ed.). Routledge.
- Shen, F., Cottrell, S. P., Hughey, K. F. D., & Morrison, K. (2009). Agritourism sustainability in rural mountain areas of China: A community perspective. *International Journal of Business and Globalisation*, 3(2), 123–145. <https://doi.org/10.1504/IJBG.2009.022604>
- Shoemaker, S. (2019). *9 health benefits of pomelo (and how to eat it)*. <https://www.healthline.com/nutrition/pomelo-fruit>
- Siggelkow, N. (2007). Persuasion with case studies. *Academy of Management Journal*, 50(1), 20–24. <https://doi.org/10.5465/amj.2007.24160882>
- Sinclair, M. T. (1998). Tourism and economic development: A survey. *Journal of Development Studies*, 34(5), 1–51. <https://doi.org/10.1080/00220389808422535>
- Singh, E. (2012). *Linkages between tourism and agriculture in South Pacific SIDS: The case of Niue* [doctoral thesis]. Auckland University of Technology, Auckland, New Zealand. <http://hdl.handle.net/10292/4600>

- Smith, V. L. (1989). *Hosts and Guests : the Anthropology of Tourism* (2nd ed.). University of Pennsylvania Press.
- Smith, M. D., & Krannich, R. S. (1998). Tourism dependence and resident attitudes. *Annals of Tourism Research*, 25(4), 783–802. [https://doi.org/10.1016/S0160-7383\(98\)00040-1](https://doi.org/10.1016/S0160-7383(98)00040-1)
- Snaith, T., & Haley, A. (1999). Residents' opinions of tourism development in the historic city of York, England. *Tourism Management*, 20(5), 595–603. [https://doi.org/10.1016/S0261-5177\(99\)00030-8](https://doi.org/10.1016/S0261-5177(99)00030-8)
- Songkhla, T.N., & Somboonsuke, B. (2013). Interactions between agro-tourism and local agricultural resources management: A case study of agro-tourism destinations in Chang Klang District, Southern Thailand. *Discourse Journal of Agriculture and Food Sciences*, 1(4), 54–67.  
[http://www.resjournals.org/JAFS/PDF/2013/April/Songkhla\\_and\\_Somboonsuke.pdf](http://www.resjournals.org/JAFS/PDF/2013/April/Songkhla_and_Somboonsuke.pdf)
- Sonnino, R. (2004). For a 'piece of bread'? Interpreting sustainable development through agritourism in Southern Tuscany. *Sociologia Ruralis*, 44(3), 285–300.  
<https://doi.org/10.1111/j.1467-9523.2004.00276.x>
- Soteriades, M. D., Tyrogala, E. D., Varvaressos, S. I. (2009). Contribution of networking and clustering in rural tourism business. *Tourismos: An international multidisciplinary journal of Tourism*, 4(4), 35–56.  
[https://www.researchgate.net/publication/47697243\\_Contribution\\_of\\_networking\\_and\\_clustering\\_in\\_rural\\_tourism\\_business](https://www.researchgate.net/publication/47697243_Contribution_of_networking_and_clustering_in_rural_tourism_business)
- Spradley, J. (1979). *The ethnographic interview*. Harcourt Brace.
- Spradley, J. P. (1980). *Participant observation*. Harcourt Brace.
- Streifeneder, T. (2016). Agriculture first: Assessing European policies and scientific typologies to define authentic agritourism and differentiate it from countryside tourism. *Tourism Management Perspectives*, 20, 251–264. <https://doi.org/10.1016/j.tmp.2016.10.003>
- Stylidis, D., Biran, A., Sit, J., & Szivas, E. M. (2014). Residents' support for tourism development: The role of residents' place image and perceived tourism impacts. *Tourism Management*, 45, 260–274. <https://doi.org/10.1016/j.tourman.2014.05.006>
- Sznajder, M., Przezbórska, L., & Scrimgeour, F. (2009). *Agritourism*: CABI.
- TBPC – People's Committee of Thuy Bieu commune. (2012). *Overview of Thuy Bieu commune*. Retrieved 23 Dec 2020 from <https://thuybieu.thuathienhue.gov.vn/?gd=41&cn=35&cd=3>
- Telfer, D. J., & Sharpley, R. (2008). *Tourism and development in the developing world*. Routledge.
- Telfer, D. J., & Sharpley, R. (2016). *Tourism and development in the developing world* (2nd ed.). Routledge.
- Terzioglu, M., & Gokovali, U. (2016). Economic linkages and leakages in the hotel industry: The first empirical evidence from Turkey. *Tourism Economics*, 22(4), 715–728.  
<https://doi.org/10.1177/1354816616654244>
- Tew, C., & Barbieri, C. (2012). The perceived benefits of agritourism: The provider's perspective. *Tourism Management*, 33(1), 215–224. <https://doi.org/10.1016/j.tourman.2011.02.005>
- Thomas, A., Moore, A., & Edwards, M. (2018). Feeding island dreams: Exploring the relationship between food security and agritourism in the Caribbean. *Island Studies Journal*, 13(2), 145–162. <https://doi.org/10.24043/isj.66>
- Thong, N. H. (Ed.). (2010). *From Ke Dooc to Phuoc Tich: Portrait of a village side to O Lau river*. Vietnam Institute of Culture and Arts & Thuan Hoa.

- Thua Thien Hue [portal]. (2018). *Population and administration statistics of Thua Thien Hue Province 2016*. Retrieved 26 June 2018 from <https://www.thuathienhue.gov.vn/en-us/Home/Detail/tid/Population/newsid/65F39533-85E0-4C1B-BC34-A8B600A82A8E/cid/AEBA5AE7-F4B9-4D9B-A507-DE8802BF1D14>
- Thuy Bieu village. (n.d.). Retrieved from <https://www.huesmiletravel.com/thuy-bieu-village/>
- Tiberghien, G., Bremner, H., & Milne, S. (2020). Authenticity and disorientation in the tourism experience. *Journal of Outdoor Recreation and Tourism*, 30. <https://doi.org/10.1016/j.jort.2020.100283>
- Tinsley, R., & Lynch, P. (2001). Small tourism business networks and destination development. *International Journal of Hospitality Management*, 20(4), 367–378. [https://doi.org/10.1016/S0278-4319\(01\)00024-X](https://doi.org/10.1016/S0278-4319(01)00024-X)
- Timur, S. (2010). *Analyzing urban tourism stakeholder relationships: A network perspective*. [https://www.researchgate.net/publication/255611239\\_Analyzing\\_Urban\\_Tourism\\_Stakeholder\\_Relationships\\_A\\_Network\\_Perspective](https://www.researchgate.net/publication/255611239_Analyzing_Urban_Tourism_Stakeholder_Relationships_A_Network_Perspective)
- Timur, S., & Getz, D. (2008). A network perspective on managing stakeholders for sustainable urban tourism. *International Journal of Contemporary Hospitality Management*, 20(4), 445–461. <https://doi.org/10.1108/09596110810873543>
- Tiraieyari, N., & Hamzah, A. (2011). Agri-tourism: Potential opportunities for farmers and local communities in Malaysia. *African Journal of Agricultural Research*, 6(31), 4357–4361. <https://doi.org/10.5897/AJARx11.035>
- Torquati, B., Venanzi, S., Paffarini, C., Tempesta, T., & Vecchiato, D. (2017). The value of traditional rural landscape and nature protected areas in tourism demand: A study on agritourists' preferences. *Landscape Online*, 53, 1–18. <https://doi.org/10.3097/LO.201753>
- Tracy, S. J. (2020). *Qualitative research methods : Collecting evidence, crafting analysis, communicating impact* (2nd ed.). Wiley-Blackwell.
- Tregear, A., Arfini, F., Belletti, G., & Marescotti, A. (2007). Regional foods and rural development: The role of product qualification. *Journal of Rural Studies*, 23(1), 12–22. <https://doi.org/10.1016/j.jrurstud.2006.09.010>
- Turner, D. W. (2010). Qualitative Interview design: A practical guide for novice investigators. *TQR*, 15(3). <https://doi.org/10.46743/2160-3715/2010.1178>
- United Nations Conference on Environment and Development (UNCED) (1992). *The Rio Declaration on Environment & Development*. [http://www.un.org/en/development/desa/population/migration/generalassembly/docs/globalcompact/A\\_CONF.151\\_26\\_Vol.I\\_Declaration.pdf](http://www.un.org/en/development/desa/population/migration/generalassembly/docs/globalcompact/A_CONF.151_26_Vol.I_Declaration.pdf)
- United Nations World Tourism Organization (UNWTO). (2015). *United Nations declares 2017 Year of sustainable tourism for development*. <http://media.unwto.org/press-release/2015-12-07/united-nations-declares-2017-international-year-sustainable-tourismdevelop>
- United Nations World Tourism Organization (UNWTO). (2018). *UNWTO Tourism highlights: 2018 Edition*. [www.e-unwto.org/doi/book/10.18111/9789284419876](http://www.e-unwto.org/doi/book/10.18111/9789284419876)
- Van Maanen, J. (2011). *Tales of the field: On writing ethnography* (2nd ed.). University of Chicago Press.
- Valdivia, C., & Barbieri, C. (2014). Agritourism as a sustainable adaptation strategy to climate change in the Andean Altiplano. *Tourism Management Perspectives*, 11, 18–25. <https://doi.org/10.1016/j.tmp.2014.02.004>

- Valls, J.-F.; Mota, L.; Vieira, S.C.F.; Santos, R. (2019). Opportunities for slow tourism in Madeira. *Sustainability*, 11, 4534. <https://doi.org/10.3390/su11174534>
- Vargas-Sánchez, A., de los Angeles Plaza-Mejia, M., & Porras-Bueno, N. (2009). Understanding residents' attitudes toward the development of industrial tourism in a former mining community. *Journal of Travel Research*, 47, 373–387. <https://doi.org/10.1177/0047287508322783>
- Veeck, G., Che, D., & Veeck, A. (2006). America's changing farmscape: A study of agricultural tourism in Michigan. *Professional Geographer*, 58(3), 235–248. <https://doi.org/10.1111/j.1467-9272.2006.00565.x>
- Vietnam National Administration of Tourism (VNAT). (2020). *Vietnam tourism annual report 2019*. [https://vietnamtourism.gov.vn/dmdocuments/2020/V\\_BCTNDLVN\\_2019.pdf](https://vietnamtourism.gov.vn/dmdocuments/2020/V_BCTNDLVN_2019.pdf)
- Vietnam National Assembly (VNA). (1992). *Constitution. Chapter 1, Article 6*. <http://chinhphu.vn/portal/page/portal/English/TheSocialistRepublicOfVietnam/AboutVietnam/AboutVietnamDetail?categoryId=10000103&articleId=10001012>
- Vietnamese Prime Minister (VPM). (2020). *Approved strategies for tourism development in Vietnam by 2030* (Decision No. 147). [http://www2.chinhphu.vn/portal/page/portal/chinhphu/noidungchienluocphattrienkinhtexahoi?piref33\\_14725\\_33\\_14721\\_14721.strutsAction=ViewDetailAction.do&piref33\\_14725\\_33\\_14721\\_14721.docid=5013&piref33\\_14725\\_33\\_14721\\_14721.substract=](http://www2.chinhphu.vn/portal/page/portal/chinhphu/noidungchienluocphattrienkinhtexahoi?piref33_14725_33_14721_14721.strutsAction=ViewDetailAction.do&piref33_14725_33_14721_14721.docid=5013&piref33_14725_33_14721_14721.substract=)
- Visit Scotland. (2020). *Trends 2020: Travelling towards transformational tourism*. <https://www.visitscotland.org/binaries/content/assets/dot-org/pdf/research-papers-2/insights-trends-2020.pdf>
- Vogt, L., 2013. The economic side of agrotourism: Business performance and competitive factors. *Economia agro-alimentare, FrancoAngeli Editore*, 15(3), 77–102. [http://www.francoangeli.it/riviste/Scheda\\_Rivista.aspx?IDArticolo=49946&Tipo=ArticoloPDF](http://www.francoangeli.it/riviste/Scheda_Rivista.aspx?IDArticolo=49946&Tipo=ArticoloPDF)
- Volpentesta, A. P., Felicetti, A. M., Frega, N. (2018). Organizational and technological aspects of a platform for collective food awareness. *Advances in Human-Computer Interaction*, p1–16.
- Waligo, V. M., Clarke, J., & Hawkins, R. (2013). Implementing sustainable tourism: A multi-stakeholder involvement management framework. *Tourism Management*, 36, 342–353. <https://doi.org/10.1016/j.tourman.2012.10.008>
- Wall, G., & Mathieson, A. (2006). *Tourism: Change, impacts and opportunities*. Pearson Education Limited.
- Wang, W., Wu, J., Wu, M.-Y., & Pearce, P. L. (2018). Shaping tourists' green behavior: The hosts' efforts at rural Chinese B&Bs. *Marketing and Management*, 9, 194–203. <https://doi.org/10.1016/j.jdmm.2018.01.006>
- Ward, C., & Berno, T. (2011). Beyond social exchange theory: Attitudes toward tourists. *Annals of Tourism Research*, 38(4), 1556–1569. <https://doi.org/10.1016/j.annals.2011.02.005>
- Wasserman, S., & Faust, K. (1993). *Social network analysis methods and applications* (Vol. 8). <https://doi.org/10.1017/CBO9780511815478>
- Weaver, D. B., & Fennell, D. A. (1997). The vacation farm sector in Saskatchewan: A profile of operations. *Tourism Management*, 18(6), 357–365. [https://doi.org/10.1016/S0261-5177\(97\)00039-3](https://doi.org/10.1016/S0261-5177(97)00039-3)
- Weaver, D. (2011). Can sustainable tourism survive climate change? *Journal of Sustainable Tourism*, 19(1), 5–15. <https://doi.org/10.1080/09669582.2010.536242>

- Williams, J., & Lawson, R. (2001). Community issues and resident opinions of tourism. *Annals of Tourism Research*, 28(2), 269–290. [https://doi.org/10.1016/S0160-7383\(00\)00030-X](https://doi.org/10.1016/S0160-7383(00)00030-X)
- Willis, J., Jost, M., & Nilakanta, R. (2007). *Foundations of qualitative research: Interpretive and critical approaches*. SAGE.
- Wilson, J. B., Thilmany, D., Watson, P. (2006). The role of agritourism in Western states: Place-specific and policy factors influencing recreational income for producers. *The Review of Regional Studies*, 36(3), 381–399. [https://www.researchgate.net/publication/254447599\\_The\\_Role\\_of\\_Agritourism\\_in\\_Western\\_States\\_Place-Specific\\_and\\_Policy\\_Factors\\_Influencing\\_Recreational\\_Income\\_for\\_Producers](https://www.researchgate.net/publication/254447599_The_Role_of_Agritourism_in_Western_States_Place-Specific_and_Policy_Factors_Influencing_Recreational_Income_for_Producers)
- Wiseman, T. (1996). A concept analysis of empathy. *Journal of Advanced Nursing*, 23(6), 1162–1167. <https://doi.org/10.1046/j.1365-2648.1996.12213.x>
- Wojcieszak-Zbierska, M., Jeczmyk, A., Zawadka, J., & Uglis, J. (2020). Agritourism in the era of the coronavirus (COVID-19): A rapid assessment from Poland. *Agriculture*, 10, 397. <https://doi.org/10.3390/agriculture10090397>
- Wood, D. J., & Gray, B. (1991). Toward a comprehensive theory of collaboration. *The Journal of Applied Behavioural Science*, 27(2), 139–162. <https://doi.org/10.1177/0021886391272001>
- Woosnam, K. M. (2012). Using emotional solidarity to explain residents' attitudes about tourism and tourism development. *Journal of Travel Research*, 51(3), 315–327. <https://doi.org/10.1177/0047287511410351>
- Workman, D. (2019). *Rice Exports by Country*. <http://www.worldstopexports.com/rice-exports-country/>
- World Bank. (2019). *Employment in agriculture (% of total employment) (modeled ILO estimate)*. <https://data.worldbank.org/indicator/SL.AGR.EMPL.ZS>
- World Tourism Organization (WTO). (1998). *Guide for local authorities on developing sustainable tourism*. <https://www.e-unwto.org/doi/epdf/10.18111/9789284402809>
- World Travel & Tourism Council (WTTC). (2019). *Travel & tourism economic impacts 2019*. [wttc.org/Research/Economic-Impact#:~:text=In%202019%2C%20Travel%20%26%20Tourism's%20direct,contribution%20to%20the%20world's%20GDP&text=US\\$241.7%20trillion%20visitor%20exports,\(4.3%25%20of%20total%20investment\)](http://wttc.org/Research/Economic-Impact#:~:text=In%202019%2C%20Travel%20%26%20Tourism's%20direct,contribution%20to%20the%20world's%20GDP&text=US$241.7%20trillion%20visitor%20exports,(4.3%25%20of%20total%20investment))
- Yang, L. (2012). Impacts and challenges in agritourism development in Yunnan, China. *Tourism Planning and Development*, 9(4), 369–381. <https://doi.org/10.1080/21568316.2012.726257>
- Yin, R. K. (2014). *Case study research: Design and methods* (5th ed.). SAGE.
- Yin, R. K., Bateman, P. G., & Moore, G. B. (1985). Case studies and organizational innovation: Strengthening the connection. *Knowledge*, 6(3), 249–260. <https://doi.org/10.1177/107554708500600303>
- Yu, W., & Spencer, D. M. (2020). A qualitative study of visitors to small-scale farms on a tropical island. *Tourism Recreation Research*, 45(3), 389–400. <https://doi.org/10.1080/02508281.2019.1710678>
- Zhang, J., Inbakaran, R. J., & Jackson, M. S. (2006). Understanding community attitudes towards tourism and host—guest interaction in the urban-rural border region. *Tourism Geographies*, 8(2), 182–204. <https://doi.org/10.1080/14616680600585455>
- Zhang, J., Xu, H.-G., & Xing, W. (2017). The host—guest interactions in ethnic tourism, Lijiang, China. *Current Issues in Tourism*, 20(7), 724–739. <https://doi.org/10.1080/13683500.2016.1178218>

- Zhen, L., Routray, J. K., Zoebisch, M.A., Chen, G., Xie, G., & Cheng, S. (2005). Three dimensions of sustainability of farming practices in the North China Plain: A case study from Ningjin County of Shandong Province, PR China. *Agriculture, Ecosystems and Environment*, 105(3), 507–522. <https://doi.org/10.1016/j.agee.2004.07.012>
- Zoto, S., Qirici, E., & Polena, E. (2013). Agrotourism – a sustainable development for rural area of Korca. *European Academic Research*, 1, 209–213. <http://www.euacademic.org/UploadArticle/15.pdf>

## APPENDICES

### Appendix 1: AUT Ethics Approval

#### Auckland University of Technology Ethics Committee (AUTEC)

Auckland University of Technology  
D-88, Private Bag 92006, Auckland 1142, NZ  
T: +64 9 921 9999 ext. 8316  
E: [ethics@aut.ac.nz](mailto:ethics@aut.ac.nz)  
[www.aut.ac.nz/researchethics](http://www.aut.ac.nz/researchethics)

3 April 2019  
Simon Milne  
Faculty of Culture and Society

Dear Simon

Re Ethics Application: **19/80 Agritourism as a tool for sustainable community development: the case of Thuy Bieu, Vietnam**

Thank you for providing evidence as requested, which satisfies the points raised by the Auckland University of Technology Ethics Committee (AUTEC).

Your ethics application has been approved for three years until 3 April 2022.

#### Standard Conditions of Approval

1. A progress report is due annually on the anniversary of the approval date, using form EA2, which is available online through <http://www.aut.ac.nz/research/researchethics>.
2. A final report is due at the expiration of the approval period, or, upon completion of project, using form EA3, which is available online through <http://www.aut.ac.nz/research/researchethics>.
3. Any amendments to the project must be approved by AUTEC prior to being implemented. Amendments can be requested using the EA2 form: <http://www.aut.ac.nz/research/researchethics>.
4. Any serious or unexpected adverse events must be reported to AUTEC Secretariat as a matter of priority.
5. Any unforeseen events that might affect continued ethical acceptability of the project should also be reported to the AUTEC Secretariat as a matter of priority.

Please quote the application number and title on all future correspondence related to this project.

AUTEC grants ethical approval only. If you require management approval for access for your research from another institution or organisation, then you are responsible for obtaining it. If the research is undertaken outside New Zealand, you need to meet all locality legal and ethical obligations and requirements. You are reminded that it is your responsibility to ensure that the spelling and grammar of documents being provided to participants or external organisations is of a high standard.

For any enquiries, please contact [ethics@aut.ac.nz](mailto:ethics@aut.ac.nz)

Yours sincerely,



Kate O'Connor  
Executive Manager  
**Auckland University of Technology Ethics Committee**

Cc: [thao.trinh@aut.ac.nz](mailto:thao.trinh@aut.ac.nz); Tracy Berno

## **Appendix 2: Participation Information Sheet – Phase 1**

### **Date Information Sheet Produced:**

11/03/2019

### **Project Title**

Agritourism as a tool for sustainable community development: the case of Thuy Bieu, Vietnam.

### **An Invitation**

Hello, my name is Trinh Thi Thu Thao and I am PhD student at the New Zealand Tourism Research Institute, Auckland University of Technology. I am undertaking a PhD degree in Tourism and this research will form a part of my thesis.

I would like to invite you to participate in this research by sharing your opinions and thoughts regarding the practice of agritourism and its impacts on the local community of Thuy Bieu village. As a stakeholder in the agritourism network with considerable knowledge and/or experience about this practice in the village, you will contribute invaluable insights into how the agritourism stakeholder network may be enhanced.

### **What is the purpose of this research?**

The research focuses on the practice of agritourism in Thuy Bieu village, Vietnam. The purpose of this research is to advance the understanding of agritourism in terms of the nature and structure of its stakeholder network and its impacts on the local community. The study is contextualized in the village of Thuy Bieu (Hue, Vietnam) which is well-known for the practice of agritourism. This study makes important contributions to the literature advancing the incipient understanding of this phenomenon in Vietnam. The research will provide local authorities, community and agritourism practitioners with empirical evidence upon which to base policies and strategies that facilitate the development outcomes of this practice. This research is conducted as part of my Doctor of Philosophy at Auckland University of Technology, New Zealand. The findings will also be used for conference presentations and journal articles, for academic purposes only.

### **How was I identified and why am I being invited to participate in this research?**

You are being invited to participate in this research due to your considerable knowledge and/or experience of the practice of agritourism in Thuy Bieu village. Your participation in this research is anonymous and the data you provided will be presented without revealing your identity.

### **How do I agree to participate in this research?**

If you agree to participate in this research, please respond to this invitation by email and arrange a suitable time and venue for an interview. Before the interview, you will be asked to fill and sign the hard copy of Consent Form (attached to this email).



Your participation in this research is voluntary (it is your choice) and whether you choose to participate will neither advantage nor disadvantage you. You can withdraw from the study at any time. If you choose to withdraw from the study, then you will be offered the choice between having any data that are identifiable as belonging to you removed or allowing it to continue to be used. However, once the findings have been produced, removal of your data may not be possible.

**What will happen in this research?**

As a participant in phase 1 of the project, you will take part in an interview which aims to identify and understand the agritourism network in Thuy Bieu village. During the interview, some mapping tools will be used to better visualise the network. The interview will last from 60 to 90 minutes. The interview will be undertaken only when the Consent Form is thoroughly understood and completed.

**What are the discomforts and risks?**

There are no discomforts and risks for you when taking part in this research.

**How will these discomforts and risks be alleviated?**

All questions are optional so you can choose not to answer any question if you wish. You can withdraw from the interview at any point in time. The information you provide will be treated in confidence and your anonymity will be protected.

**What are the benefits?**

The proposed research will benefit local authorities and other agritourism practitioners with empirical evidence that can support the development of policies, regulations and strategies designed to facilitate the development of agritourism as well as develop and sustain a “happy host” community. Also, local residents will gain more knowledge about the practice of agritourism and be more aware of the impacts it has on their community.

This study will make important contributions to the academic literature by conceptualising agritourism as a tool for sustainable local development. The research will also help the researcher deepen her knowledge in agritourism and, more generally, in tourism and local development. It will also contribute to her PhD degree and may be used for academic presentations and publication in the future.

**How will my privacy be protected?**

The data you provide will be stored in a safe place and are accessible only to the researcher and her supervisors. The information provided will be used in a careful manner for research purpose without revealing your identity.

**What are the costs of participating in this research?**

It will take the participant from 60 to 90 minutes to complete the interview.

**What opportunity do I have to consider this invitation?**

You have two weeks to consider this invitation, which means if you accept the invitation, please respond via email by (to be filled).

**Will I receive feedback on the results of this research?**

You will receive a summary of the research findings in the form of a report, if you wish to, after the thesis defence.

**What do I do if I have concerns about this research?**

Any concerns regarding the nature of this project should be notified in the first instance to the project supervisor, Professor Simon Milne, [simon.milne@aut.ac.nz](mailto:simon.milne@aut.ac.nz), or Associate Professor Tracy Berno, [tracy.berno@aut.ac.nz](mailto:tracy.berno@aut.ac.nz).

Concerns regarding the conduct of the research should be notified to the Executive Secretary of AUTC, Kate O'Connor, [ethics@aut.ac.nz](mailto:ethics@aut.ac.nz), 921 9999 ext 6038.

**Whom do I contact for further information about this research?**

Please keep this Information Sheet and a copy of the Consent Form for your future reference. You are also able to contact the research team as follows:

**Researcher Contact Details:**

Trinh Thi Thu Thao, [thao.trinh@aut.ac.nz](mailto:thao.trinh@aut.ac.nz).

**Project Supervisor Contact Details:**

Primary supervisor: Professor Simon Milne, [simon.milne@aut.ac.nz](mailto:simon.milne@aut.ac.nz)

Secondary supervisor: Associate Professor Tracy Berno, [tracy.berno@aut.ac.nz](mailto:tracy.berno@aut.ac.nz)

Approved by the Auckland University of Technology Ethics Committee on 3 April 2019, AUTC Reference number 19/80.

## **Appendix 3: Participation Information Sheet – Phase 2**

### **Date Information Sheet Produced:**

11/03/2019

### **Project Title**

Agritourism as a tool for sustainable community development: The case of Thuy Bieu, Vietnam

### **An Invitation**

Hello, my name is Trinh Thi Thu Thao and I am PhD student at the New Zealand Tourism Research Institute, Auckland University of Technology. I am undertaking a PhD degree in Tourism and this research will form a part of my thesis.

I would like to invite you to participate in this research by sharing your opinions and thoughts regarding the practice of agritourism and its impacts on the local community of Thuy Bieu village. As a local resident with valuable experience about this practice in the village, you will contribute invaluable insights into whether agritourism represents a tool for sustainable community development.

### **What is the purpose of this research?**

The research focuses on the practice of agritourism in Thuy Bieu village, Vietnam. The purpose of this research is to advance the understanding of agritourism in terms of the nature and structure of its stakeholder network and its impacts on the local community. The study is contextualized in the village of Thuy Bieu (Hue, Vietnam) which is well-known for the practice of agritourism. This study makes important contributions to the literature advancing the incipient understanding of this phenomenon in Vietnam. The research will provide local authorities, community and agritourism practitioners with empirical evidence upon which to base policies and strategies that facilitate the development outcomes of this practice. This research is conducted as part of my Doctor of Philosophy at Auckland University of Technology, New Zealand. The findings will also be used for conference presentations and journal articles, for academic purposes only.

### **How was I identified and why am I being invited to participate in this research?**

You are being invited to participate in this research due to your considerable knowledge and/or experience of the practice of agritourism in Thuy Bieu village. Your participation in this research is anonymous and the data you provided will be presented without revealing your identity.

### **How do I agree to participate in this research?**

If you agree to participate in this research, please respond to this invitation by email and arrange a suitable time and venue for an interview. Before the interview, you will be asked to fill and sign the hard copy of Consent Form (attached to this email).

Your participation in this research is voluntary (it is your choice) and whether you choose to participate will neither advantage nor disadvantage you. You can withdraw from the study at any time. If you choose to withdraw from the study, then you will be offered the choice between having any data that are identifiable as belonging to you removed or allowing it to continue to be used. However, once the findings have been produced, removal of your data may not be possible.

**What will happen in this research?**

As a participant of phase 2 of the project, you will take part in an interview which aims to identify and understand the perceptions of local residents of the impacts that agritourism has on the local community of Thuy Bieu village. The interview will last from 40 to 60 minutes. The interview will be undertaken only when the Consent Form is thoroughly understood and completed.

**What are the discomforts and risks?**

There are no discomforts and risks for you when taking part in this research.

**How will these discomforts and risks be alleviated?**

All questions are optional so you can choose not to answer any question if you wish. You can withdraw from the interview at any point in time. The information you provide will be treated in confidence and your anonymity will be protected.

**What are the benefits?**

The proposed research will benefit local authorities and other agritourism practitioners with empirical evidence that can support the development of policies, regulations and strategies designed to facilitate the development of agritourism as well as develop and sustain a “happy host” community. Also, local residents will gain more knowledge about the practice of agritourism and be more aware of the impacts it has on their community.

This study will make important contributions to the academic literature by conceptualising agritourism as a tool for sustainable local development. The research will also help the researcher deepen her knowledge in agritourism and, more generally, in tourism and local development. It will also contribute to her PhD degree and may be used for academic presentations and publication in the future.

**How will my privacy be protected?**

The data you provide will be stored in a safe place and are accessible only to the researcher and her supervisors. The information provided will be used in a careful manner for research purpose without revealing your identity.

**What are the costs of participating in this research?**

It will take the participant from 40 to 60 minutes to complete the interview.

**What opportunity do I have to consider this invitation?**

You have two weeks to consider this invitation, which means if you accept the invitation, please respond via email by (to be filled).

**Will I receive feedback on the results of this research?**

You will receive a summary of the research findings in the form of a report, if you wish to, after the thesis defence.

**What do I do if I have concerns about this research?**

Any concerns regarding the nature of this project should be notified in the first instance to the project supervisor, Professor Simon Milne, [simon.milne@aut.ac.nz](mailto:simon.milne@aut.ac.nz), or Associate Professor Tracy Berno, [tracy.berno@aut.ac.nz](mailto:tracy.berno@aut.ac.nz).

Concerns regarding the conduct of the research should be notified to the Executive Secretary of AUTC, Kate O'Connor, [ethics@aut.ac.nz](mailto:ethics@aut.ac.nz), 921 9999 ext 6038.

**Whom do I contact for further information about this research?**

Please keep this Information Sheet and a copy of the Consent Form for your future reference. You are also able to contact the research team as follows:

**Researcher Contact Details:**

Trinh Thi Thu Thao, [thao.trinh@aut.ac.nz](mailto:thao.trinh@aut.ac.nz).

**Project Supervisor Contact Details:**

Primary supervisor: Professor Simon Milne, [simon.milne@aut.ac.nz](mailto:simon.milne@aut.ac.nz)

Secondary supervisor: Associate Professor Tracy Berno, [tracy.berno@aut.ac.nz](mailto:tracy.berno@aut.ac.nz)

Approved by the Auckland University of Technology Ethics Committee on 3 April 2019, AUTC Reference number 19/80.

#### Appendix 4: Consent Form – Phase 1

For use when interviews are involved.

*Project title:* ***Agritourism as a tool for sustainable community development: the case of Thuy Bieu, Vietnam***

*Project supervisors:* ***Professor Simon Milne and Associate Professor Tracy Berno***  
*Researcher:* ***Trinh Thi Thu Thao***

- ☐ I have read and understood the information provided about this research project in the Information Sheet dated 11/03/2019.
- ☐ I have had an opportunity to ask questions and to have them answered.
- ☐ I understand that notes will be taken during the interviews and that they will also be audio-taped and transcribed.
- ☐ I understand that taking part in this study is voluntary (my choice) and that I may withdraw from the study at any time without being disadvantaged in any way.
- ☐ I understand that if I withdraw from the study, I will be offered the choice between having any data that is identifiable as belonging to me removed or allowing it to continue to be used. However, once the findings have been produced, removal of my data may not be possible.
- ☐ I give the researcher consent to use the results of the stakeholder network mapping activity for this research purpose.
- ☐ I agree to take part in this research.
- ☐ I wish to receive a summary of the research findings (please tick one): Yes ☐ No ☐

Participant's signature : -----

Participant's name :-----

Participant's contact details (if appropriate) :-----

-----  
-----

Date : -----

***Approved by the Auckland University of Technology Ethics Committee on 3 April 2019, AUTEC Reference number 19/80.***

*Note: The Participant should retain a copy of this form.*

## Appendix 5: Consent Form – Phase 2

For use when interviews are involved.

*Project title:* ***Agritourism as a tool for sustainable community development: the case of Thuy Bieu, Vietnam***

*Project supervisors:* ***Professor Simon Milne and Associate Professor Tracy Berno***  
*Researcher:* ***Trinh Thi Thu Thao***

- ☐ I have read and understood the information provided about this research project in the Information Sheet dated 11/03/2019.
- ☐ I have had an opportunity to ask questions and to have them answered.
- ☐ I understand that notes will be taken during the interviews and that they will also be audio-taped and transcribed.
- ☐ I understand that taking part in this study is voluntary (my choice) and that I may withdraw from the study at any time without being disadvantaged in any way.
- ☐ I understand that if I withdraw from the study, I will be offered the choice between having any data that is identifiable as belonging to me removed or allowing it to continue to be used. However, once the findings have been produced, removal of my data may not be possible.
- ☐ I agree to take part in this research.
- ☐ I wish to receive a summary of the research findings (please tick one): Yes ☐ No ☐

Participant's signature : -----

Participant's name :-----

Participant's contact details (if appropriate) :-----

-----

-----

Date : -----

***Approved by the Auckland University of Technology Ethics Committee on 3 April 2019, AUTEC Reference number 19/80.***

*Note: The Participant should retain a copy of this form.*

## Appendix 6: Interview Guideline – Phase 1 – Local authority and agritourism-related organizations

### Interview purpose:

- To identify stakeholders in the agritourism network in Thuy Bieu village and the links among them.
- To come up with suggestions to improve the network.

*Note:* Materials for mapping activity (paper, pens, stick-note) to be prepared by the researcher. For confidentiality purpose, contacts will be named in an anonymous manner; e.g., organization A, tour operator B, farmer C, service provider D, etc.

Interview structure	Indicative questions	Time
<b>Introduction</b>	The researcher to introduce herself and the research project.	5'
<b>Consent</b>	Participant to sign the consent form.	
<b>Background</b>	<ul style="list-style-type: none"> <li>• Please tell me about yourself and your work: How old you are, where you live, how long you have worked in your position, etc.</li> <li>• Please describe the key characteristics of the sector (tourism/agriculture/local administration) you are responsible for and experience you have concerning the agritourism in Thuy Bieu village.</li> </ul>	5'
<b>Perceptions of agritourism in Thuy Bieu</b>	<ul style="list-style-type: none"> <li>• What do you think of the current situation of tourism in Thuy Bieu village? (What types of tourism are practised, the predominant type, most/least appealing things, number of tourists, number of local residents involved)</li> <li>• How do you see the importance of agritourism for the community development? (socio-cultural, economic and environmental impacts)</li> <li>• Which policies/programs/projects have the local authority/your organization made to manage and/or support the agritourism development?</li> </ul>	10'

Table continued on next page...



Table continued from previous page.

Interview structure	Indicative questions	Time
<b>Agritourism network</b>	<ul style="list-style-type: none"> <li>• Can you please name the contacts you have that are involved in the practice of agritourism in Thuy Bieu village?</li> <li>• What links do you have with them?</li> </ul> <p><i>Integrated mapping activity: Please put the contacts on the map and use different colours to denote the various links among them.</i></p> <ul style="list-style-type: none"> <li>• Are there any contacts you may have missed in this map? Prompting based on the types of links missing (e.g., administration, human resources, training, finance, management, goods/service, information)</li> <li>• Whom within the network are you in contact with most often?</li> <li>• Is this actor also the most important to you within this network? If yes, why? If no, who do you think is the most important actor and why?</li> <li>• What is the most important link to you within the network? Why?</li> <li>• Are you aware of the links that other actors have between themselves? If yes, what are they? If no, would you be interested to know and why?</li> <li>• Are there any other actors who are not part of this network that you believe should be? If yes, who are they and why?</li> <li>• How do you see the importance of this network to you? And to the practice of agritourism in the village in general?</li> </ul>	25'
<b>Network efficiency</b>	<ul style="list-style-type: none"> <li>• What do you think of the way actors in the network are currently working with each other? How would you rate the efficiency of the network from 1 – very inefficient to 5 – very efficient? Why?</li> <li>• Given that resources refer to the links between actors, do you see any barriers/difficulties that hinder the exchange of resources among members of the network? If yes, what are they? What are your suggestions to overcome them?</li> <li>• How do you see the role of the local authority/your organization in improving this network?</li> <li>• What are your suggestions to improve this network in particular? And the agritourism in Thuy Bieu village in general?</li> <li>• What/who else might be able to help this network improve?</li> <li>• What do you expect the future outlook of this network to look like? And the practice of agritourism in Thuy Bieu village in general?</li> </ul>	10'
<b>Wrap-up</b>	Any other comments	5'

## Appendix 7: Interview Guideline – Phase 1 – Farmers and local residents

### Interview purpose:

- To identify stakeholders in the agritourism network in Thuy Bieu village and the links among them.
- To come up with suggestions to improve the network.

*Note:* Materials for mapping activity (paper, pens, stick-note) to be prepared by the researcher. For confidentiality purpose, contacts will be named in an anonymous manner, e.g., organization A, tour operator B, farmer C, service provider D, etc.

Interview structure	Indicative questions	Time
<b>Introduction</b> <b>Consent</b>	The researcher to introduce herself and the research project. Participant to sign the consent form.	5'
<b>Background</b>	<ul style="list-style-type: none"><li>• Please tell me about yourself: How old you are, how long you have lived in the village, what you do? etc.</li><li>• If the work is agritourism-related, how long you have worked in the business and what are your motivations?</li></ul>	5'
<b>Perceptions of agritourism in Thuy Bieu</b>	<ul style="list-style-type: none"><li>• What do you think of the current situation of tourism in Thuy Bieu village? (What types of tourism are practised, the predominant type, most/least appealing things, number of tourists, number of local residents involved?)</li><li>• How do you see the importance of agritourism for you and your household in particular? And for the community development in general? (socio-cultural, economic and environmental impacts)</li></ul>	10'

Table continued on next page...

Table continued from previous page.

Interview structure	Indicative questions	Time
<b>Agritourism network</b>	<ul style="list-style-type: none"> <li>• Can you please name the contacts you have that are involved in the practice of agritourism in Thuy Bieu village?</li> <li>• What links do you have with them?</li> </ul> <p><i>Integrated mapping activity: Please put the contacts on the map and use different colours to denote the various links among them.</i></p> <ul style="list-style-type: none"> <li>• Are there any contacts you may have missed in this map? Prompting based on the types of links missing (e.g., administration, human resources, training, finance, management, goods/service, information)</li> <li>• Whom within the network are you in contact with most often?</li> <li>• Is this actor also the most important to you within this network? If yes, why? If no, who do you think is the most important actor and why?</li> <li>• What is the most important link to you within the network? Why?</li> <li>• Are you aware of the links that other actors have between themselves? If yes, what are they? If no, would you be interested to know and why?</li> <li>• Are there any other actors who are not part of this network that you believe should be? If yes, who are they and why?</li> <li>• How do you see the importance of this network to you? And to the practice of agritourism in the village in general?</li> </ul>	25'

Table continued on next page...

Table continued from previous page.

Interview structure	Indicative questions	Time
<b>Network efficiency</b>	<ul style="list-style-type: none"> <li>• What do you think of the way actors in the network are currently working with each other? How would you rate the efficiency of the network from 1 – very inefficient to 5 – very efficient? Why?</li> <li>• Given that resources refer to the links between actors, do you see any barriers/difficulties that hinder the exchange of resources among members of the network? If yes, what are they? What are your suggestions to overcome them?</li> <li>• How do you see your role in improving this network?</li> <li>• What are your suggestions to improve this network in particular? And the agritourism in Thuy Bieu village in general?</li> <li>• What/who else might be able to help this network improve?</li> <li>• What do you expect the future outlook of this network to look like? And the practice of agritourism in Thuy Bieu village in general?</li> <li>• For those currently involving in agritourism: Will you keep engaging in agritourism service in the future? Why or why not?</li> <li>• For those currently not involving in agritourism: Do you intend to engage in agritourism service in the future? Why or why not?</li> </ul>	10'
<b>Wrap-up</b>	Any other comments	5'

## Appendix 8: Interview Guideline – Phase 1 – Agritourists

### Interview purpose:

- To identify stakeholders in the agritourism network in Thuy Bieu village and the links among them.
- To come up with suggestions to improve the network.

*Note:* Materials for mapping activity (paper, pens, stick-note) to be prepared by the researcher. For confidentiality purpose, contacts will be named in an anonymous manner, e.g., organization A, tour operator B, farmer C, service provider D, etc.

Interview structure	Indicative questions	Time
<b>Introduction</b> <b>Consent</b>	The researcher to introduce herself and the research project. Participant to sign the consent form.	5'
<b>Background</b>	<ul style="list-style-type: none"><li>• Please tell me about yourself: How old you are, where you are from, what you do, etc.</li><li>• Your experience in Thuy Bieu: how long is your trip to Thuy Bieu? Your motivations to choose this trip/tour? How you arranged this trip? Rate your satisfaction level of the overall experience from 1 – very unsatisfied to 5 – very satisfied.</li></ul>	5'
<b>Perceptions of agritourism in Thuy Bieu</b>	<ul style="list-style-type: none"><li>• What do you think of the current situation of agritourism in Thuy Bieu village? (most/least appealing things, number of tourists, number of local residents involved, etc.?)</li><li>• How do you see the importance of agritourism for the community you have visited? (socio-cultural, economic and environmental impacts)</li></ul>	10'

Table continued on next page...

Table continued from previous page.

Interview structure	Indicative questions	Time
<b>Agritourism network</b>	<ul style="list-style-type: none"> <li>• Can you please name the contacts you have that are involved in your agritourism experience in Thuy Bieu village? (Who helped you arrange the trip, the farmers and other staff providing services, local residents you met, etc.?)</li> <li>• What links do you have with them?</li> </ul> <p><i>Integrated mapping activity: Please put the contacts on the map and use different colours to denote the various links among them.</i></p> <ul style="list-style-type: none"> <li>• Are there any contacts you may have missed in this map? Prompting based on the types of links missing (e.g., administration, finance, management, goods/services, information)</li> <li>• Whom within the network are you in contact with most often?</li> <li>• Is this actor also the most important to you within this network? If yes, why? If no, who do you think is the most important actor and why?</li> <li>• What is the most important link to you within the network? Why?</li> <li>• Are you aware of the links other actors have among themselves? If yes, what are they? If no, would you be interested to know and why?</li> <li>• Are there any other actors who are not part of this network that you believe should be? If yes, who are they and why?</li> <li>• How do you see the importance of this network to you and your experience in Thuy Bieu? And to the practice of agritourism in the village in general?</li> </ul>	25'

*Table continued on next page...*

*Table continued from previous page.*

Interview structure	Indicative questions	Time
<b>Network efficiency</b>	<ul style="list-style-type: none"> <li>• What do you think of the way actors in the network are currently working with each other? How would you rate the efficiency of the network from 1 – very inefficient to 5 – very efficient? Why?</li> <li>• Given that resources refer to the links between actors, do you see any barriers/difficulties that hinder the exchange of resources among members of the network? If yes, what are they? What are your suggestions to overcome them?</li> <li>• How do you see your role in improving this network?</li> <li>• What are your suggestions to improve this network in particular? And the agritourism in Thuy Bieu village in general?</li> <li>• What/who else might be able to help this network improve?</li> <li>• What do you expect the future outlook of this network to look like? And the practice of agritourism in Thuy Bieu village in general?</li> <li>• Do you intend to come back to Thuy Bieu for another visit? Why or why not?</li> <li>• Do you recommend agritourism in Thuy Bieu for your friends and relatives? Why or why not?</li> </ul>	10'
<b>Wrap-up</b>	Any other comments	5'

## Appendix 9: Interview Guideline – Phase 2: Local perceptions

### Interview purpose:

- To identify impacts agritourism has on the local community from the local residents' perspectives.
- To understand the responses and behaviours of local residents towards agritourism/agritourists

Interview structure	Indicative questions	Time
<b>Introduction</b> <b>Consent</b>	The researcher to introduce herself and research project. Participant to sign the consent form.	5'
<b>Background</b>	<ul style="list-style-type: none"><li>• Please tell me about yourself: How old you are, how long you have lived in the village, what you do etc.</li><li>• If the work is agritourism-related, how long have you worked in the business, what are your motivations, how much of your revenue comes from agritourism (services provided and agricultural produce sold to visitors).</li></ul>	5 '
<b>Perceptions of agritourism in Thuy Bieu</b>	<ul style="list-style-type: none"><li>• What do you think of the current situation of tourism in Thuy Bieu village? (What types of tourism are practised, the predominant type, most/least appealing things, number of tourists, number of local residents involved, etc.?)</li></ul>	5'

*Table continued on next page...*



Table continued from previous page.

Interview structure	Indicative questions	Time
<b>Impacts of agritourism</b>	<ul style="list-style-type: none"> <li>• What do you think are the impacts of agritourism on you and your household?</li> <li>• What do you think are the impacts of agritourism on your business, if any?</li> <li>• What do you think are the impacts of agritourism on the local community?</li> </ul> <p><i>Impacts to be prompted if not mentioned:</i></p> <p><i>Positive:</i></p> <ul style="list-style-type: none"> <li>– <i>Economic: more income for farmers, local residents; more sales of agricultural produce; more opportunities for local businesses; more investment from the Government, NGOs, etc. to the community; etc.</i></li> <li>– <i>Socio-cultural: more employment opportunities for residents; better quality of life; opportunity to promote the community's culture, agricultural produce, the destination in general; motivations to develop capabilities of local residents (foreign language, service skills); revitalization of pride being farmers; opportunities of cultural exchange with tourists; etc.</i></li> <li>– <i>Environmental: better public facilities, infrastructure, services; better awareness to protect environment.</i></li> </ul> <p><i>Negative: Overcrowding, bad traffic, noise from tourists, pollution, ignorance of farming and agricultural activities to switch to services, more expensive lifestyle, poor manners of tourists, etc.</i></p> <ul style="list-style-type: none"> <li>• Do you think the positive impacts agritourism has on the community outweigh the negative ones?</li> <li>• How do you see the importance of agritourism for you and your household in particular? And for the community development in general?</li> </ul>	15'

Table continued on next page...

Table continued from previous page.

Interview structure	Indicative questions	Time
<b>Perception of agritourists</b>	<ul style="list-style-type: none"> <li>• Do you have any idea how many agritourists come to the village every year (high/low season)? If yes, how many? If no, would you be interested to know, why or why not?</li> <li>• Why do you think tourists come to the village?</li> <li>• How often do you encounter tourists in the village?</li> <li>• What are your behaviors when encountering tourists in the village?</li> <li>• What do you think of the agritourists coming to the village? (their activities in the village, their behaviours and manners, their impacts on your life and the community, etc.)</li> <li>• What kind of visitor experience would you like to see developed in your community?</li> <li>• In the future, how would you like to see the number of visitors develop? (increase, stay the same, decrease – why?)</li> <li>• Do you feel you have any role in creating/affecting visitors' experiences in Thuy Bieu village?</li> </ul>	15'
<b>Suggestions to improve agritourism</b>	<ul style="list-style-type: none"> <li>• Do you feel you have any input/engagement into agritourism development/ planning of the village? If yes, in what ways?</li> <li>• Would you like to be more involved in agritourism planning/development in the village? If yes, how? If no, why?</li> <li>• Do you have any suggestions to improve the current situation of agritourism? (service standard, physical environment, marketing and promotion, supporting policies and investment)</li> <li>• For current agritourism farmers: Will you keep providing agritourism services in Thuy Bieu in the future? How might your product/experience evolve? What are your plans to develop the business?</li> <li>• For non-agritourism farmers/local residents: Do you intend to engage in agritourism service in the future? If yes, what types of services? If no, why?</li> <li>• How would you define sustainable tourism? Do you think agritourism is sustainable? Why or why not?</li> </ul> <p><i>Definition to be used: sustainable tourism is supposed to “make optimal use of environmental resources, respect the socio-cultural authenticity of host communities, and provide socio-economic benefits to all stakeholders” (Shen et al., 2009).</i></p>	10'
<b>Wrap-up</b>	Any other comments	5'

## **Appendix 10: Observation Protocol**

### **Interaction between local residents and agritourists in Thuy Bieu village**

#### **Phase 2: Local perception**

##### **Purpose of observation:**

- To have an overview of the current practice of agritourism in Thuy Bieu village.
- To create a portrait, a description of agritourists coming to the village.
- To identify the interactions, if any, between local residents and agritourists.
- To identify responses/reactions (behaviours) of local residents towards agritourists visiting Thuy Bieu village.
- 

**Timeline:** from mid-June to the end of August, which is the peak season with the highest number of agritourists coming to the village.

**Location:** Within Thuy Bieu village

##### **Elements of observation:**

- Agritourism's settings in the village: places providing agritourism services offered (homestay/farm stay, garden tour, cooking class, etc.); the village's environment, infrastructure, facilities, ambience.
- Portrait of agritourists: how big is the visitor group, what they look like, how they commute to and within the village, which places/spots in the village are most visited by tourists, what tourists buy from local business, etc.
- Behaviours of agritourists: how agritourists participate in the experience of visiting the village, how involved they are in agricultural features of the experience, how they interact with local residents, etc.
- Behaviours of local residents towards agritourists: passively looking at tourists, smiling at the tourists, actively waving hands and saying hi, talking to tourists, showing tourists the way when they are lost, offering tourists food/gifts, ignoring tourists, willingness to take photos with tourists, etc.

**Communications between the researcher and the local residents and agritourists:** The researcher will introduce herself to local residents during the fieldwork. She will answer any questions concerning the research and provide the project information sheet if requested.

**Personal conduct:** The researcher will at all times conduct herself in a manner consistent with AUTECH ethical guidelines. This conduct refers to communication with participants before, during and after the observation. No individual will be identified in this data collection procedure.

### Observation checklist

Date: Time: from ... to ...	Specific location:
--------------------------------	--------------------

Observation elements	Description	Comments
Physical setting		
Activities experienced by tourists		
Tourists' portrait		
Interaction between local residents and tourists		
Behaviours of tourists		
Behaviours of local residents		
Other		

## **Appendix 11: Participation Information Sheet – Phase 1 – Vietnamese**

### **THÔNG TIN VỀ ĐỀ TÀI NGHIÊN CỨU**

*(Giai đoạn 1)*

#### **Ngày hoàn thành phiếu thông tin:**

11/03/2019

#### **Tên đề tài:**

Du lịch nông nghiệp - công cụ phát triển cộng đồng bền vững: trường hợp của Thủy Biều, Việt Nam.

#### **Lời mời:**

Kính thưa quý Ông/Bà, tôi tên là Trịnh Thị Thu Thảo, hiện đang là Nghiên cứu sinh tại Viện Nghiên cứu Du lịch New Zealand, Đại học Công nghệ Auckland (AUT). Tôi đang theo học chương trình Tiến sĩ về Du lịch và nghiên cứu này sẽ là một phần trong luận án của tôi.

Tôi xin trân trọng kính mời quý vị tham gia vào nghiên cứu này bằng cách chia sẻ ý kiến và suy nghĩ của mình về thực trạng du lịch và tác động của nó đối với sự phát triển của cộng đồng tại Thủy Biều. Là một chủ thể quan trọng mạng lưới du lịch tại địa phương với nhiều kiến thức và kinh nghiệm, quý vị sẽ đóng góp những hiểu biết vô giá vào việc thúc đẩy sự hợp tác giữa các chủ thể tham gia tổ chức du lịch và tìm câu trả lời cho câu hỏi: Liệu du lịch nhà vườn/du lịch nông nghiệp có phải là một công cụ để phát triển cộng đồng bền vững hay không?

#### **Mục đích của nghiên cứu này là gì?**

Nghiên cứu tập trung vào thực tiễn phát triển du lịch tại Thủy Biều (Huế, Việt Nam) và được chia làm 2 giai đoạn. Mục đích của nghiên cứu này nhằm thúc đẩy sự hiểu biết về mạng lưới các chủ thể tham gia tổ chức du lịch (giai đoạn 1) và tác động của du lịch nhà vườn/ du lịch nông nghiệp đối với cộng đồng địa phương (giai đoạn 2). Được thực hiện tại Thủy Biều, nơi nổi tiếng về du lịch nhà vườn và đặc sản Thanh Trà, nghiên cứu này sẽ cung cấp cho Chính quyền địa phương, cộng đồng và các doanh nghiệp những căn cứ thực nghiệm để đưa ra các chính sách và chiến lược tạo điều kiện thuận lợi cho sự phát triển của hình thức du lịch này. Nghiên cứu này được thực hiện như một phần chương trình học Tiến sĩ của tôi tại Đại học AUT, New Zealand. Kết quả nghiên cứu sẽ được sử dụng cho mục đích học thuật thông qua các bài thuyết trình hội thảo và bài báo khoa học.

#### **Vì sao quý vị được chọn và được mời tham gia vào nghiên cứu?**

Quý vị được mời tham gia vào giai đoạn 1 của nghiên cứu này do kiến thức đáng kể của mình về thực tiễn du lịch tại Thủy Biều. Sự tham gia của quý vị vào nghiên cứu này là ẩn danh và dữ liệu quý vị cung cấp sẽ được trình bày mà không tiết lộ danh tính của quý vị.

#### **Quý vị sẽ đồng ý tham gia vào nghiên cứu này như thế nào?**

Nếu quý vị đồng ý tham gia vào nghiên cứu, vui lòng phản hồi cho lời mời này qua email để sắp xếp thời gian và địa điểm phù hợp cho cuộc phỏng vấn. Trước cuộc phỏng vấn, quý vị sẽ điền và ký tên vào “Phiếu chấp thuận tham gia nghiên cứu” (đính kèm).

Việc tham gia nghiên cứu là hoàn toàn tự nguyện – tùy thuộc vào lựa chọn của quý vị. Việc quý vị có chọn tham gia nghiên cứu hay không sẽ không gây bất lợi nào cho quý vị. Quý vị có thể rút khỏi nghiên cứu bất cứ lúc nào. Nếu chọn rút khỏi nghiên cứu, quý vị có quyền yêu cầu hủy bỏ hoặc cho phép tiếp tục sử dụng những dữ liệu mà quý vị đã cung cấp. Tuy nhiên, một khi đã có kết quả nghiên cứu, việc xóa dữ liệu có thể không thực hiện được.

#### **Điều gì sẽ xảy ra trong nghiên cứu này?**

Ở giai đoạn 1 của dự án này, quý vị sẽ tham gia vào một cuộc phỏng vấn nhằm xác định và tìm hiểu về mạng lưới các chủ thể tham gia tổ chức du lịch tại Thủy Biều. Bên cạnh các câu phỏng vấn, quý vị sẽ tham gia vẽ/lập bản đồ về mạng lưới các bên liên quan đến tổ chức du lịch tại địa phương nhằm trực quan hóa tốt hơn. Cuộc phỏng vấn sẽ kéo dài từ 60 đến 90 phút và sẽ chỉ được thực hiện khi quý vị đã hiểu thấu đáo và ký tên vào “Phiếu chấp thuận tham gia nghiên cứu”.

#### **Có những bất tiện và rủi ro gì khi tham gia nghiên cứu này?**

Sẽ không có bất kỳ bất tiện và rủi ro nào khi tham gia vào nghiên cứu này.

#### **Làm thế nào để giảm bớt những bất tiện và rủi ro này?**

Tất cả các câu hỏi phỏng vấn đều mang tính tùy chọn và quý vị có quyền không trả lời câu hỏi nào mà quý vị cảm thấy không thoải mái chia sẻ. Quý vị có thể rút khỏi cuộc phỏng vấn bất cứ lúc nào. Thông tin quý vị cung cấp sẽ được xử lý một cách bảo mật và đảm bảo tính ẩn danh của quý vị.

#### **Nghiên cứu này sẽ mang lại những lợi ích gì?**

Nghiên cứu này sẽ cung cấp cho Chính quyền địa phương, cộng đồng và các doanh nghiệp những căn cứ thực nghiệm để đưa ra các chính sách và chiến lược tạo điều kiện thuận lợi cho sự phát triển của du lịch nhà vườn/ du lịch nông nghiệp, đồng thời phát triển và duy trì một “cộng đồng làm du lịch hạnh phúc” tại địa phương. Ngoài ra, người dân sẽ có thêm kiến thức về du lịch nông nghiệp và nhận thức rõ hơn về những tác động của nó đối với cộng đồng.

Nghiên cứu này sẽ đóng góp quan trọng cho học thuật bằng cách khái niệm hoá du lịch nông nghiệp như một công cụ để phát triển cộng đồng bền vững. Nghiên cứu cũng sẽ giúp nhà nghiên cứu đào sâu kiến thức của mình về du lịch nông nghiệp nói riêng, và du lịch và phát triển địa phương nói chung. Nghiên cứu này là một phần trong chương trình học Tiến sĩ của Nghiên cứu sinh tại Đại học AUT, New Zealand. Kết quả nghiên cứu sẽ được sử dụng cho mục đích học thuật thông qua các bài thuyết trình hội thảo và bài báo khoa học.

#### **Sự riêng tư của quý vị sẽ được bảo vệ như thế nào?**

Dữ liệu quý vị cung cấp sẽ được lưu trữ ở nơi an toàn và chỉ nhà nghiên cứu và Giáo sư hướng dẫn được phép truy cập. Thông tin đã cung cấp sẽ được sử dụng một cách cẩn thận cho mục đích nghiên cứu mà không tiết lộ danh tính của quý vị.

#### **Chi phí tham gia nghiên cứu này là gì?**

Sẽ mất khoảng 60 đến 90 phút để quý vị hoàn thành cuộc phỏng vấn.

**Quý vị có bao nhiêu thời gian để xem xét lời mời này?**

Quý vị có 2 tuần để xem xét lời mời này. Nếu quý vị chấp nhận lời mời, vui lòng phản hồi qua email chậm nhất vào ngày....

**Quý vị có được nhận phản hồi về kết quả của nghiên cứu này không?**

Quý vị sẽ nhận được một bản tóm tắt các kết quả nghiên cứu dưới dạng một báo cáo, nếu quý vị muốn, sau khi luận án được bảo vệ.

**Quý vị cần làm gì nếu quan tâm về nghiên cứu này?**

Bất kỳ mối quan tâm nào về bản chất của dự án này nên được thông báo đầu tiên cho Giáo sư hướng dẫn, Giáo sư Simon Milne, [simon.milne@aut.ac.nz](mailto:simon.milne@aut.ac.nz) hoặc Phó Giáo sư Tracy Berno, [tracy.berno@aut.ac.nz](mailto:tracy.berno@aut.ac.nz).

Những lo ngại liên quan đến việc tiến hành nghiên cứu nên được thông báo cho Thư ký điều hành của Ủy Ban Đạo Đức Nghiên Cứu AUTECH, Kate O'Connor, [ethics@aut.ac.nz](mailto:ethics@aut.ac.nz), 921 9999 ext 6038.

**Quý vị cần liên hệ với ai để biết thêm thông tin về nghiên cứu này?**

Vui lòng giữ “Phiếu thông tin về đề tài nghiên cứu” này và một bản sao của “Phiếu chấp thuận tham gia nghiên cứu” để quý vị tham khảo trong tương lai.

Quý vị cũng có thể liên hệ với nhóm nghiên cứu theo thông tin như sau:

Nghiên cứu sinh: Trịnh Thị Thu Thảo, [thao.trinh@aut.ac.nz](mailto:thao.trinh@aut.ac.nz).

Giáo sư hướng dẫn: Giáo sư Simon Milne, [simon.milne@aut.ac.nz](mailto:simon.milne@aut.ac.nz), và Phó Giáo sư Tracy Berno, [tracy.berno@aut.ac.nz](mailto:tracy.berno@aut.ac.nz).

Đã được thông qua bởi Ủy Ban Đạo Đức Nghiên Cứu của trường Đại Học Công Nghệ Auckland vào ngày 03/04/2019, số tham chiếu 19/80.

## **Appendix 12: Participation Information Sheet – Phase 2 – Vietnamese**

### **THÔNG TIN VỀ ĐỀ TÀI NGHIÊN CỨU**

*(Giai đoạn 2)*

#### **Ngày hoàn thành phiếu thông tin:**

11/03/2019

#### **Tên đề tài:**

Du lịch nông nghiệp - công cụ phát triển cộng đồng bền vững: trường hợp của Thủy Biều, Việt Nam.

#### **Lời mời:**

Kính thưa quý Ông/Bà, tôi tên là Trịnh Thị Thu Thảo, hiện đang là Nghiên cứu sinh tại Viện Nghiên cứu Du lịch New Zealand, Đại học Công nghệ Auckland (AUT). Tôi đang theo học chương trình Tiến sĩ về Du lịch và nghiên cứu này sẽ là một phần trong luận án của tôi.

Tôi xin trân trọng kính mời quý vị tham gia vào nghiên cứu này bằng cách chia sẻ ý kiến và suy nghĩ của mình về thực trạng du lịch và tác động của nó đối với sự phát triển của cộng đồng tại Thủy Biều. Là một người dân với nhiều kinh nghiệm về du lịch tại Thủy Biều, quý vị sẽ đóng góp những hiểu biết vô giá vào việc thúc đẩy sự hợp tác giữa các chủ thể tham gia tổ chức du lịch và tìm câu trả lời cho câu hỏi: Liệu du lịch nhà vườn/du lịch nông nghiệp có phải là một công cụ để phát triển cộng đồng bền vững hay không?

#### **Mục đích của nghiên cứu này là gì?**

Nghiên cứu tập trung vào thực tiễn phát triển du lịch tại Thủy Biều (Huế, Việt Nam) và được chia làm 2 giai đoạn. Mục đích của nghiên cứu này nhằm thúc đẩy sự hiểu biết về mạng lưới các chủ thể tham gia tổ chức du lịch (giai đoạn 1) và tác động của du lịch nhà vườn/ du lịch nông nghiệp đối với cộng đồng địa phương (giai đoạn 2). Được thực hiện tại Thủy Biều, nơi nổi tiếng về du lịch nhà vườn và đặc sản Thanh Trà, nghiên cứu này sẽ cung cấp cho Chính quyền địa phương, cộng đồng và các doanh nghiệp những căn cứ thực nghiệm để đưa ra các chính sách và chiến lược tạo điều kiện thuận lợi cho sự phát triển của hình thức du lịch này. Nghiên cứu này được thực hiện như một phần chương trình học Tiến sĩ của tôi tại Đại học AUT, New Zealand. Kết quả nghiên cứu sẽ được sử dụng cho mục đích học thuật thông qua các bài thuyết trình hội thảo và bài báo khoa học.

#### **Vì sao quý vị được chọn và được mời tham gia vào nghiên cứu?**

Quý vị được mời tham gia vào giai đoạn 1 của nghiên cứu này do kiến thức đáng kể của mình về thực tiễn du lịch tại Thủy Biều. Sự tham gia của quý vị vào nghiên cứu này là ẩn danh và dữ liệu quý vị cung cấp sẽ được trình bày mà không tiết lộ danh tính của quý vị.

#### **Quý vị sẽ đồng ý tham gia vào nghiên cứu này như thế nào?**

Nếu quý vị đồng ý tham gia vào nghiên cứu, vui lòng phản hồi cho lời mời này qua email để sắp xếp thời gian và địa điểm phù hợp cho cuộc phỏng vấn. Trước cuộc phỏng vấn, quý vị sẽ điền và ký tên vào “Phiếu chấp thuận tham gia nghiên cứu” (đính kèm).



Việc tham gia nghiên cứu là hoàn toàn tự nguyện – tùy thuộc vào lựa chọn của quý vị. Việc quý vị có chọn tham gia nghiên cứu hay không sẽ không gây bất lợi nào cho quý vị. Quý vị có thể rút khỏi nghiên cứu bất cứ lúc nào. Nếu chọn rút khỏi nghiên cứu, quý vị có quyền yêu cầu hủy bỏ hoặc cho phép tiếp tục sử dụng những dữ liệu mà quý vị đã cung cấp. Tuy nhiên, một khi đã có kết quả nghiên cứu, việc xóa dữ liệu có thể không thực hiện được.

**Điều gì sẽ xảy ra trong nghiên cứu này?**

Ở giai đoạn 2 của dự án này, quý vị sẽ tham gia một cuộc phỏng vấn nhằm xác định và tìm hiểu về nhận thức của người dân địa phương về tác động của du lịch nhà vườn/ du lịch nông nghiệp đối với sự phát triển của cộng đồng tại Thủy Biều. Cuộc phỏng vấn sẽ kéo dài từ 40 đến 60 phút và sẽ chỉ được thực hiện khi quý vị đã hiểu thấu đáo và ký tên vào “Phiếu chấp thuận tham gia nghiên cứu”.

**Có những bất tiện và rủi ro gì khi tham gia nghiên cứu này?**

Sẽ không có bất kỳ bất tiện và rủi ro nào khi tham gia vào nghiên cứu này.

**Làm thế nào để giảm bớt những bất tiện và rủi ro này?**

Tất cả các câu hỏi phỏng vấn đều mang tính tùy chọn và quý vị có quyền không trả lời câu hỏi nào mà quý vị cảm thấy không thoải mái chia sẻ. Quý vị có thể rút khỏi cuộc phỏng vấn bất cứ lúc nào. Thông tin quý vị cung cấp sẽ được xử lý một cách bảo mật và đảm bảo tính ẩn danh của quý vị.

**Nghiên cứu này sẽ mang lại những lợi ích gì?**

Nghiên cứu này sẽ cung cấp cho Chính quyền địa phương, cộng đồng và các doanh nghiệp những căn cứ thực nghiệm để đưa ra các chính sách và chiến lược tạo điều kiện thuận lợi cho sự phát triển của du lịch nhà vườn/ du lịch nông nghiệp, đồng thời phát triển và duy trì một “cộng đồng làm du lịch hạnh phúc” tại địa phương. Ngoài ra, người dân sẽ có thêm kiến thức về du lịch nông nghiệp và nhận thức rõ hơn về những tác động của nó đối với cộng đồng.

Nghiên cứu này sẽ đóng góp quan trọng cho học thuật bằng cách khái niệm hoá du lịch nông nghiệp như một công cụ để phát triển cộng đồng bền vững. Nghiên cứu cũng sẽ giúp nhà nghiên cứu đào sâu kiến thức của mình về du lịch nông nghiệp nói riêng, và du lịch và phát triển địa phương nói chung. Nghiên cứu này là một phần trong chương trình học Tiến sĩ của Nghiên cứu sinh tại Đại học AUT, New Zealand. Kết quả nghiên cứu sẽ được sử dụng cho mục đích học thuật thông qua các bài thuyết trình hội thảo và bài báo khoa học.

**Sự riêng tư của quý vị sẽ được bảo vệ như thế nào?**

Dữ liệu quý vị cung cấp sẽ được lưu trữ ở nơi an toàn và chỉ nhà nghiên cứu và Giáo sư hướng dẫn được phép truy cập. Thông tin đã cung cấp sẽ được sử dụng một cách cẩn thận cho mục đích nghiên cứu mà không tiết lộ danh tính của quý vị.

**Chi phí tham gia nghiên cứu này là gì?**

Sẽ mất khoảng 40 đến 60 phút để quý vị hoàn thành cuộc phỏng vấn.

**Quý vị có bao nhiêu thời gian để xem xét lời mời này?**

Quý vị có 2 tuần để xem xét lời mời này. Nếu quý vị chấp nhận lời mời, vui lòng phản hồi qua email chậm nhất vào ngày....

**Quý vị có được nhận phản hồi về kết quả của nghiên cứu này không?**

Quý vị sẽ nhận được một bản tóm tắt các kết quả nghiên cứu dưới dạng một báo cáo, nếu quý vị muốn, sau khi luận án được bảo vệ.

**Quý vị cần làm gì nếu quan tâm về nghiên cứu này?**

Bất kỳ mối quan tâm nào về bản chất của dự án này nên được thông báo đầu tiên cho Giáo sư hướng dẫn, Giáo sư Simon Milne, [simon.milne@aut.ac.nz](mailto:simon.milne@aut.ac.nz) hoặc Phó Giáo sư Tracy Berno, [tracy.berno@aut.ac.nz](mailto:tracy.berno@aut.ac.nz).

Những lo ngại liên quan đến việc tiến hành nghiên cứu nên được thông báo cho Thư ký điều hành của Ủy Ban Đạo Đức Nghiên Cứu AUTECH, Kate O'Connor, [ethics@aut.ac.nz](mailto:ethics@aut.ac.nz), 921 9999 ext 6038.

**Quý vị cần liên hệ với ai để biết thêm thông tin về nghiên cứu này?**

Vui lòng giữ “Phiếu thông tin về đề tài nghiên cứu” này và một bản sao của “Phiếu chấp thuận tham gia nghiên cứu” để quý vị tham khảo trong tương lai.

Quý vị cũng có thể liên hệ với nhóm nghiên cứu theo thông tin như sau:

Nghiên cứu sinh: Trịnh Thị Thu Thảo, [thao.trinh@aut.ac.nz](mailto:thao.trinh@aut.ac.nz).

Giáo sư hướng dẫn: Giáo sư Simon Milne, [simon.milne@aut.ac.nz](mailto:simon.milne@aut.ac.nz), và Phó Giáo sư Tracy Berno, [tracy.berno@aut.ac.nz](mailto:tracy.berno@aut.ac.nz).

Đã được thông qua bởi Ủy Ban Đạo Đức Nghiên Cứu của trường Đại Học Công Nghệ Auckland vào ngày 03/04/2019, số tham chiếu 19/80.

**Appendix 13: Consent Form – Phase 1 – Vietnamese**

**PHIẾU ĐỒNG Ý THAM GIA NGHIÊN CỨU**  
(Giai đoạn 1)

*Để sử dụng khi có liên quan đến các cuộc phỏng vấn.*

Tên đề tài : **Du lịch nông nghiệp - công cụ phát triển cộng đồng bền vững: trường hợp của Thủy Biều, Việt Nam**

Giáo sư hướng dẫn : **Giáo sư Simon Milne và Phó Giáo Sư Tracy Berno**

Nghiên cứu sinh : **Trịnh Thị Thu Thảo**

- Tôi đã đọc và hiểu thông tin về nghiên cứu này tại “Phiếu thông tin về đề tài nghiên cứu” đề ngày 11/03/2019.
- Tôi đã có cơ hội để hỏi các câu hỏi liên quan và được trả lời.
- Tôi hiểu rằng cuộc phỏng vấn này sẽ được thu âm và ghi chép lại.
- Tôi hiểu rằng việc tham gia vào nghiên cứu này là tự nguyện (sự lựa chọn của tôi) và tôi có thể rút khỏi nghiên cứu bất cứ lúc nào mà không phải chịu bất lợi dưới bất kỳ hình thức nào.
- Tôi hiểu rằng nếu tôi rút khỏi nghiên cứu, tôi có quyền yêu cầu hủy bỏ hoặc cho phép tiếp tục sử dụng những dữ liệu mà tôi đã cung cấp. Tuy nhiên, một khi đã có kết quả nghiên cứu, việc xóa dữ liệu của tôi có thể không thực hiện được.
- Tôi cho phép nhà nghiên cứu sử dụng kết quả của hoạt động “vẽ/lập bản đồ về mạng lưới các bên liên quan” cho mục đích nghiên cứu này.
- Tôi đồng ý tham gia nghiên cứu này
- Tôi muốn nhận một bản báo cáo của nghiên cứu này (Chọn một): Có ☐ Không ☐

Chữ ký của người tham gia : .....

Tên của người tham gia : .....

Địa chỉ liên lạc (nếu thích hợp) : .....

Ngày : .....

**Đã được thông qua bởi Ủy Ban Đạo Đức Nghiên Cứu của trường Đại Học Công Nghệ Auckland vào ngày 03/04/2019, số tham chiếu 19/80.**

*Ghi chú: Người tham gia nên giữ lại một bản sao của phiếu này.*

**Appendix 14: Consent Form – Phase 2 – Vietnamese**

**PHIẾU ĐỒNG Ý THAM GIA NGHIÊN CỨU**  
(Giai đoạn 2)

*Để sử dụng khi có liên quan đến các cuộc phỏng vấn.*

Tên đề tài : **Du lịch nông nghiệp - công cụ phát triển cộng đồng bền vững: trường hợp của Thủy Biều, Việt Nam**

Giáo sư hướng dẫn : **Giáo sư Simon Milne và Phó Giáo Sư Tracy Berno**

Nghiên cứu sinh : **Trịnh Thị Thu Thảo**

- Tôi đã đọc và hiểu thông tin về nghiên cứu này tại “Phiếu thông tin về đề tài nghiên cứu” đề ngày 11/03/2019.
- Tôi đã có cơ hội để hỏi các câu hỏi liên quan và được trả lời.
- Tôi hiểu rằng cuộc phỏng vấn này sẽ được thu âm và ghi chép lại.
- Tôi hiểu rằng việc tham gia vào nghiên cứu này là tự nguyện (sự lựa chọn của tôi) và tôi có thể rút khỏi nghiên cứu bất cứ lúc nào mà không phải chịu bất lợi dưới bất kỳ hình thức nào.
- Tôi hiểu rằng nếu tôi rút khỏi nghiên cứu, tôi có quyền yêu cầu hủy bỏ hoặc cho phép tiếp tục sử dụng những dữ liệu mà tôi đã cung cấp. Tuy nhiên, một khi đã có kết quả nghiên cứu, việc xóa dữ liệu của tôi có thể không thực hiện được.
- Tôi đồng ý tham gia nghiên cứu này
- Tôi muốn nhận một bản báo cáo của nghiên cứu này (Chọn một): Có ☐ Không ☐

Chữ ký của người tham gia : .....

Tên của người tham gia : .....

Địa chỉ liên lạc (nếu thích hợp) : .....

Ngày : .....

**Đã được thông qua bởi Ủy Ban Đạo Đức Nghiên Cứu của trường Đại Học Công Nghệ Auckland vào ngày 03/04/2019, số tham chiếu 19/80.**

*Ghi chú: Người tham gia nên giữ lại một bản sao của phiếu này.*

**Appendix 15: Interview Guideline – Phase 1 – Local authority and agritourism-related organizations – Vietnamese**

**Mục đích phỏng vấn:**

- Xác định các bên liên quan trong mạng lưới du lịch nông nghiệp ở làng Thủy Biều và các liên kết giữa họ
- Đưa ra các đề xuất để cải thiện mạng lưới

<b>Cấu trúc phỏng vấn</b>	<b>Các câu hỏi dự kiến</b>	<b>Thời gian</b>
<b>Giới thiệu Chấp thuận</b>	Nghiên cứu sinh giới thiệu về bản thân và dự án nghiên cứu. Người tham gia ký phiếu Chấp thuận tham gia phỏng vấn	5'
<b>Sơ lược</b>	<ul style="list-style-type: none"> <li>• Xin vui lòng cho tôi biết về bản thân và công việc của bạn: Bạn bao nhiêu tuổi, sống ở đâu, bạn đã làm việc ở vị trí bao lâu,...</li> <li>• Vui lòng mô tả các đặc điểm chính của ngành (du lịch / nông nghiệp / chính quyền địa phương) mà bạn chịu trách nhiệm và kinh nghiệm bạn có liên quan đến du lịch nông nghiệp ở làng Thủy Biều.</li> </ul>	5'
<b>Nhận thức về du lịch nông nghiệp tại Thủy Biều</b>	<ul style="list-style-type: none"> <li>• Bạn nghĩ gì về tình hình du lịch hiện nay ở làng Thủy Biều? (những loại hình du lịch thực hành, loại chiếm ưu thế, những thứ hấp dẫn nhất / ít hấp dẫn nhất, số lượng khách du lịch, số lượng cư dân địa phương tham gia)</li> <li>• Bạn thấy tầm quan trọng của du lịch nông nghiệp đối với sự phát triển cộng đồng như thế nào? (tác động văn hóa xã hội, kinh tế và môi trường)</li> <li>• Những chính sách / chương trình / dự án nào có chính quyền địa phương / tổ chức của bạn thực hiện để quản lý và / hoặc hỗ trợ sự phát triển du lịch nông nghiệp?</li> </ul>	10'
<b>Mạng lưới du lịch nông nghiệp</b>	<ul style="list-style-type: none"> <li>• Bạn có thể vui lòng kể tên những liên hệ mà bạn có liên quan đến du lịch nông nghiệp ở làng Thủy Biều không?</li> <li>• Bạn có liên kết gì với họ? <i>Hoạt động lập bản đồ: Vui lòng đặt các liên hệ trên bản đồ và sử dụng các màu khác nhau để biểu thị các liên kết khác nhau giữa họ.</i></li> <li>• Có bất kỳ liên lạc nào bạn có thể đã bỏ lỡ trong bản đồ này? Nhắc nhở dựa trên các loại liên kết bị thiếu (ví dụ: quản trị, nhân sự, đào tạo, tài chính, quản lý, hàng hóa / dịch vụ, thông tin)</li> <li>• Bạn thường xuyên liên lạc với ai trong mạng lưới?</li> <li>• Có phải đối tác này cũng quan trọng nhất với bạn trong mạng lưới này? Nếu đúng thì tại sao? Nếu không, bạn nghĩ ai là đối tác quan trọng nhất và tại sao?</li> <li>• Liên kết quan trọng nhất với bạn trong mạng là gì? Tại sao?</li> <li>• Bạn có biết các liên kết mà các đối tác khác có giữa họ không? Nếu có, chúng là gì? Nếu không, bạn sẽ quan tâm để biết và tại sao?</li> <li>• Có đối tác nào khác không thuộc mạng lưới này mà bạn tin là nên có? Nếu có, họ là ai và tại sao?</li> <li>• Bạn thấy tầm quan trọng của mạng lưới này đối với bạn như thế nào? Và đối với du lịch nông nghiệp trong làng nói chung?</li> </ul>	25'
<b>Tính hiệu quả của mạng lưới</b>	<ul style="list-style-type: none"> <li>• Bạn nghĩ gì về cách các đối tác trong mạng hiện đang làm việc với nhau? Làm thế nào bạn đánh giá hiệu quả của mạng từ 1 - rất kém hiệu quả đến 5 - rất hiệu quả? Tại sao?</li> </ul>	10'

	<ul style="list-style-type: none"> <li>• Cho rằng các tài nguyên đề cập đến các liên kết giữa các tác nhân, bạn có thấy bất kỳ rào cản / khó khăn nào cản trở việc trao đổi tài nguyên giữa các thành viên của mạng không? Nếu có, chúng là gì? Đề xuất của bạn để vượt qua chúng là gì?</li> <li>• Bạn thấy vai trò của chính quyền địa phương / tổ chức của bạn trong việc cải thiện mạng lưới này như thế nào?</li> <li>• Đề xuất của bạn để cải thiện mạng này nói riêng là gì? Và du lịch nông nghiệp ở làng Thủy Biều nói chung?</li> <li>• Điều gì / ai khác có thể giúp mạng này cải thiện?</li> <li>• Bạn mong đợi triển vọng trong tương lai của mạng này sẽ như thế nào? Còn việc phát triển du lịch nông nghiệp ở làng Thủy Biều nói chung?</li> </ul>	
<b>Tóm lại</b>	Những ý kiến đóng góp khác	5'

*Lưu ý: Tài liệu cho hoạt động lập bản đồ (giấy, bút, ghi chú) được chuẩn bị bởi nhà nghiên cứu. Vì mục đích bảo mật, các liên hệ sẽ được đặt tên theo cách ẩn danh, ví dụ: tổ chức A, nhà điều hành tour B, nông dân C, nhà cung cấp dịch vụ D, v.v.*

## Appendix 16: Interview Guideline – Phase 1– Farmers and local residents – Vietnamese

### Mục đích phỏng vấn:

- Xác định các bên liên quan trong mạng lưới du lịch nông nghiệp ở làng Thủy Biều và các liên kết giữa họ
- Đưa ra các đề xuất để cải thiện mạng lưới

Cấu trúc phỏng vấn	Các câu hỏi dự kiến	Thời gian
<b>Giới thiệu Chấp thuận</b>	Nghiên cứu sinh giới thiệu về bản thân và dự án nghiên cứu. Người tham gia ký phiếu Chấp thuận tham gia phỏng vấn	5'
<b>Sơ lược</b>	<ul style="list-style-type: none"> <li>• Xin vui lòng cho tôi biết về bản thân bạn: Bạn bao nhiêu tuổi, bạn đã sống trong làng bao lâu, bạn làm gì, v.v.</li> <li>• Nếu công việc liên quan đến du lịch nông nghiệp, bạn đã làm việc trong bao lâu và động lực của bạn là gì.</li> </ul>	5'
<b>Nhận thức về du lịch nông nghiệp tại Thủy Biều</b>	<ul style="list-style-type: none"> <li>• Bạn nghĩ gì về tình hình du lịch hiện nay ở làng Thủy Biều? (những loại hình du lịch thực hành, loại chiếm ưu thế, những thứ hấp dẫn nhất / ít hấp dẫn nhất, số lượng khách du lịch, số lượng cư dân địa phương tham gia)</li> <li>• Bạn thấy tầm quan trọng của du lịch nông nghiệp đối với bạn và gia đình bạn nói riêng như thế nào? Và vì sự phát triển cộng đồng nói chung? (tác động văn hóa xã hội, kinh tế và môi trường)</li> </ul>	10'
<b>Mạng lưới du lịch nông nghiệp</b>	<ul style="list-style-type: none"> <li>• Bạn có thể vui lòng kể tên những liên hệ mà bạn có liên quan đến du lịch nông nghiệp ở làng Thủy Biều không?</li> <li>• Bạn có liên kết gì với họ?</li> </ul> <p><i>Hoạt động lập bản đồ: Vui lòng đặt các liên hệ trên bản đồ và sử dụng các màu khác nhau để biểu thị các liên kết khác nhau giữa họ.</i></p> <ul style="list-style-type: none"> <li>• Có bất kỳ liên lạc nào bạn có thể đã bỏ lỡ trong bản đồ này? Nhắc nhở dựa trên các loại liên kết bị thiếu (ví dụ: quản trị, nhân sự, đào tạo, tài chính, quản lý, hàng hóa / dịch vụ, thông tin)</li> <li>• Bạn thường xuyên liên lạc với ai trong mạng lưới?</li> <li>• Có phải đối tác này cũng quan trọng nhất với bạn trong mạng lưới này? Nếu đúng thì tại sao? Nếu không, bạn nghĩ ai là đối tác quan trọng nhất và tại sao?</li> <li>• Liên kết quan trọng nhất với bạn trong mạng là gì? Tại sao?</li> <li>• Bạn có biết các liên kết mà các đối tác khác có giữa họ không? Nếu có, chúng là gì? Nếu không, bạn sẽ quan tâm để biết và tại sao?</li> <li>• Có đối tác nào khác không thuộc mạng lưới này mà bạn tin là nên có? Nếu có, họ là ai và tại sao?</li> <li>• Bạn thấy tầm quan trọng của mạng lưới này đối với bạn như thế nào? Và đối với du lịch nông nghiệp trong làng nói chung?</li> </ul>	25'
<b>Tính hiệu quả của mạng lưới</b>	<ul style="list-style-type: none"> <li>• Bạn nghĩ gì về cách các đối tác trong mạng hiện đang làm việc với nhau? Làm thế nào bạn đánh giá hiệu quả của mạng từ 1 - rất kém hiệu quả đến 5 - rất hiệu quả? Tại sao?</li> <li>• Cho rằng các tài nguyên đề cập đến các liên kết giữa các tác nhân, bạn có thấy bất kỳ rào cản / khó khăn nào cản trở việc trao đổi tài nguyên giữa các thành viên của mạng không? Nếu có, chúng là gì? Đề xuất của bạn để vượt qua chúng là gì?</li> <li>• Bạn thấy vai trò của chính quyền địa phương / tổ chức của bạn trong việc cải thiện mạng lưới này như thế nào?</li> </ul>	10'

	<ul style="list-style-type: none"> <li>• Đề xuất của bạn để cải thiện mạng này nói riêng là gì? Và du lịch nông nghiệp ở làng Thủy Biều nói chung?</li> <li>• Điều gì / ai khác có thể giúp mạng này cải thiện?</li> <li>• Bạn mong đợi triển vọng trong tương lai của mạng này sẽ như thế nào? Còn việc phát triển du lịch nông nghiệp ở làng Thủy Biều nói chung?</li> </ul>	
<b>Tóm lại</b>	Những ý kiến đóng góp khác	5'

*Lưu ý: Tài liệu cho hoạt động lập bản đồ (giấy, bút, ghi chú) được chuẩn bị bởi nhà nghiên cứu. Vì mục đích bảo mật, các liên hệ sẽ được đặt tên theo cách ẩn danh, ví dụ: tổ chức A, nhà điều hành tour B, nông dân C, nhà cung cấp dịch vụ D, v.v.*



## Appendix 17: Interview Guideline – Phase 1– Agritourists – Vietnamese

### Mục đích phỏng vấn:

- Xác định các bên liên quan trong mạng lưới du lịch nông nghiệp ở làng Thủy Biều và các liên kết giữa họ
- Đưa ra các đề xuất để cải thiện mạng lưới

Cấu trúc phỏng vấn	Các câu hỏi dự kiến	Thời gian
<b>Giới thiệu Chấp thuận</b>	Nghiên cứu sinh giới thiệu về bản thân và dự án nghiên cứu. Người tham gia ký phiếu Chấp thuận tham gia phỏng vấn.	5'
<b>Sơ lược</b>	<ul style="list-style-type: none"> <li>• Xin vui lòng cho tôi biết về bản thân bạn: Bạn bao nhiêu tuổi, bạn đến từ đâu, bạn làm gì, v.v.</li> <li>• Trải nghiệm của bạn ở Thủy Biều: chuyến đi của bạn đến Thủy Biều bao lâu, động lực của bạn để chọn chuyến đi / tour này, cách bạn sắp xếp chuyến đi này, đánh giá mức độ hài lòng của bạn về trải nghiệm tổng thể từ 1 - rất không hài lòng đến 5 - rất hài lòng.</li> </ul>	5'
<b>Nhận thức về du lịch nông nghiệp tại Thủy Biều</b>	<ul style="list-style-type: none"> <li>• Bạn nghĩ gì về tình hình du lịch nông nghiệp hiện nay ở làng Thủy Biều? (hầu hết / những điều hấp dẫn nhất, số lượng khách du lịch, số lượng cư dân địa phương tham gia)</li> <li>• Làm thế nào để bạn thấy tầm quan trọng của du lịch nông nghiệp đối với cộng đồng bạn đã truy cập? (tác động văn hóa xã hội, kinh tế và môi trường)</li> </ul>	10'
<b>Mạng lưới du lịch nông nghiệp</b>	<ul style="list-style-type: none"> <li>• Bạn có thể vui lòng kể tên những liên hệ mà bạn có liên quan đến du lịch nông nghiệp ở làng Thủy Biều không?</li> <li>• Bạn có liên kết gì với họ?</li> </ul> <p><i>Hoạt động lập bản đồ: Vui lòng đặt các liên hệ trên bản đồ và sử dụng các màu khác nhau để biểu thị các liên kết khác nhau giữa họ.</i></p> <ul style="list-style-type: none"> <li>• Có bất kỳ liên lạc nào bạn có thể đã bỏ lỡ trong bản đồ này? Nhắc nhở dựa trên các loại liên kết bị thiếu (ví dụ: quản trị, nhân sự, đào tạo, tài chính, quản lý, hàng hóa / dịch vụ, thông tin)</li> <li>• Bạn thường xuyên liên lạc với ai trong mạng lưới?</li> <li>• Có phải đối tác này cũng quan trọng nhất với bạn trong mạng lưới này? Nếu đúng thì tại sao? Nếu không, bạn nghĩ ai là đối tác quan trọng nhất và tại sao?</li> <li>• Liên kết quan trọng nhất với bạn trong mạng là gì? Tại sao?</li> <li>• Bạn có biết các liên kết mà các đối tác khác có giữa họ không? Nếu có, chúng là gì? Nếu không, bạn sẽ quan tâm để biết và tại sao?</li> <li>• Có đối tác nào khác không thuộc mạng lưới này mà bạn tin là nên có? Nếu có, họ là ai và tại sao?</li> <li>• Bạn thấy tầm quan trọng của mạng lưới này đối với bạn như thế nào? Và đối với du lịch nông nghiệp trong làng nói chung?</li> </ul>	25'
<b>Tính hiệu quả của mạng lưới</b>	<ul style="list-style-type: none"> <li>• Bạn nghĩ gì về cách các đối tác trong mạng hiện đang làm việc với nhau? Làm thế nào bạn đánh giá hiệu quả của mạng từ 1 - rất kém hiệu quả đến 5 - rất hiệu quả? Tại sao?</li> <li>• Cho rằng các tài nguyên đề cập đến các liên kết giữa các tác nhân, bạn có thấy bất kỳ rào cản / khó khăn nào cản trở việc trao đổi tài nguyên giữa các thành viên của mạng không? Nếu có, chúng là gì? Đề xuất của bạn để vượt qua chúng là gì?</li> </ul>	10'

	<ul style="list-style-type: none"> <li>• Bạn thấy vai trò của chính quyền địa phương / tổ chức của bạn trong việc cải thiện mạng lưới này như thế nào?</li> <li>• Đề xuất của bạn để cải thiện mạng này nói riêng là gì? Và du lịch nông nghiệp ở làng Thủy Biều nói chung?</li> <li>• Điều gì / ai khác có thể giúp mạng này cải thiện?</li> <li>• Bạn mong đợi triển vọng trong tương lai của mạng này sẽ như thế nào? Còn việc phát triển du lịch nông nghiệp ở làng Thủy Biều nói chung?</li> <li>• Bạn có định quay lại Thủy Biều cho một chuyến thăm khác không? Tại sao hay tại sao không?</li> <li>• Bạn có giới thiệu nông nghiệp trong Thủy Biều cho bạn bè và người thân của bạn không? Tại sao hay tại sao không?</li> </ul>	
<b>Tóm lại</b>	Những ý kiến đóng góp khác	5'

*Lưu ý: Tài liệu cho hoạt động lập bản đồ (giấy, bút, ghi chú) được chuẩn bị bởi nhà nghiên cứu. Vì mục đích bảo mật, các liên hệ sẽ được đặt tên theo cách ẩn danh, ví dụ: tổ chức A, nhà điều hành tour B, nông dân C, nhà cung cấp dịch vụ D, v.v.*

## Appendix 18: Interview Guideline – Phase 2 – Local perception – Vietnamese

### Mục đích phỏng vấn:

- Xác định tác động của du lịch nông nghiệp đối với cộng đồng địa phương, từ các quan điểm của người dân địa phương.
- Tìm hiểu các phản ứng và hành vi của cư dân địa phương đối với du lịch nông nghiệp / khách du lịch

Cấu trúc phỏng vấn	Các câu hỏi dự kiến	Thời gian
<b>Giới thiệu Chấp thuận</b>	Nghiên cứu sinh giới thiệu về bản thân và dự án nghiên cứu. Người tham gia ký phiếu Chấp thuận tham gia phỏng vấn.	5'
<b>Sơ lược</b>	<ul style="list-style-type: none"> <li>• Xin vui lòng cho tôi biết về bản thân bạn: Bạn bao nhiêu tuổi, bạn đã sống trong làng bao lâu, bạn làm gì, v.v.</li> <li>• Nếu công việc liên quan đến du lịch nông nghiệp, bạn đã làm việc trong doanh nghiệp được bao lâu, động lực của bạn là gì, doanh thu của bạn đến từ du lịch nông nghiệp (dịch vụ được cung cấp và nông sản bán cho khách).</li> </ul>	5'
<b>Nhận thức về du lịch nông nghiệp tại Thủy Biều</b>	<ul style="list-style-type: none"> <li>• Bạn nghĩ gì về tình hình du lịch hiện nay ở làng Thủy Thiệu? (những loại hình du lịch thực hành, loại chiếm ưu thế, những thứ hấp dẫn nhất / ít hấp dẫn nhất, số lượng khách du lịch, số lượng cư dân địa phương tham gia)</li> </ul>	5'
<b>Tác động của du lịch nông nghiệp</b>	<ul style="list-style-type: none"> <li>• Bạn nghĩ gì về tác động của du lịch nông nghiệp đối với bạn và gia đình bạn?</li> <li>• Bạn nghĩ gì về tác động của du lịch nông nghiệp đối với doanh nghiệp của bạn, nếu có?</li> <li>• Bạn nghĩ gì về tác động của du lịch nông nghiệp đối với cộng đồng địa phương?</li> </ul> <p><i>Tác động sẽ được nhắc nếu không được đề cập:</i></p> <p><i>Tích cực:</i></p> <ul style="list-style-type: none"> <li>– Kinh tế: thu nhập nhiều hơn cho nông dân, người dân địa phương; bán nhiều sản phẩm nông nghiệp; nhiều cơ hội hơn cho các doanh nghiệp địa phương; đầu tư nhiều hơn từ Chính phủ, các tổ chức phi chính phủ, vv cho cộng đồng; v.v.</li> <li>– Văn hóa xã hội: nhiều cơ hội việc làm cho cư dân; chất lượng cuộc sống tốt hơn; cơ hội quảng bá văn hóa cộng đồng, sản phẩm nông nghiệp, điểm đến nói chung; động lực phát triển khả năng của cư dân địa phương (ngoại ngữ, kỹ năng phục vụ); hồi sinh niềm tự hào là nông dân; cơ hội giao lưu văn hóa với khách du lịch; v.v.</li> <li>– Môi trường: cơ sở công cộng tốt hơn, cơ sở hạ tầng, dịch vụ; nhận thức tốt hơn để bảo vệ môi trường.</li> </ul> <p><i>Tiêu cực: Quá đông đúc, giao thông kém, tiếng ồn từ khách du lịch, ô nhiễm, thiếu hiểu biết về nông nghiệp và các hoạt động nông nghiệp để chuyển sang các dịch vụ, lối sống đắt tiền hơn, cách cư xử kém của khách du lịch, v.v.</i></p> <ul style="list-style-type: none"> <li>• Bạn có nghĩ rằng những tác động tích cực của du lịch nông nghiệp đối với cộng đồng lớn hơn những tác động tiêu cực không?</li> </ul>	15'

	<ul style="list-style-type: none"> <li>Bạn thấy tầm quan trọng của du lịch nông nghiệp đối với bạn và gia đình bạn nói riêng như thế nào? Và vì sự phát triển cộng đồng nói chung?</li> </ul>	
<b>Nhận thức về du khách</b>	<ul style="list-style-type: none"> <li>Bạn có biết bao nhiêu du khách đến làng mỗi năm (mùa cao / thấp) không? Nếu có, bao nhiêu? Nếu không, bạn có quan tâm muốn biết không, tại sao hoặc tại sao không?</li> <li>Tại sao bạn nghĩ khách du lịch đến làng?</li> <li>Bạn có thường xuyên bắt gặp khách du lịch trong làng không?</li> <li>Những hành vi của bạn khi gặp khách du lịch trong làng là gì?</li> <li>Bạn nghĩ gì về những du khách đến làng? (các hoạt động của họ trong làng, hành vi và cách cư xử của họ, tác động của họ đến cuộc sống của bạn và cộng đồng, v.v.)</li> <li>Loại hình du lịch nào bạn muốn thấy được phát triển trong cộng đồng của bạn?</li> <li>Trong tương lai, bạn muốn thấy số lượng du khách phát triển như thế nào? (tăng, giữ nguyên, giảm - tại sao?)</li> <li>Bạn có cảm thấy mình có vai trò gì trong việc tạo / ảnh hưởng đến trải nghiệm của khách du lịch ở làng Thủy Biều không?</li> </ul>	15'
<b>Đề xuất phát triển du lịch nông nghiệp</b>	<ul style="list-style-type: none"> <li>Bạn có cảm thấy bạn có sự tham gia vào phát triển / kế hoạch du lịch nông nghiệp của làng không? Nếu có, bằng những cách nào?</li> <li>Bạn có muốn tham gia nhiều hơn vào kế hoạch / phát triển du lịch nông nghiệp trong làng không? Nếu có, làm thế nào? Nếu không, tại sao?</li> <li>Bạn có bất cứ đề nghị để cải thiện tình hình hiện nay của du lịch nông nghiệp? (tiêu chuẩn dịch vụ, môi trường vật lý, tiếp thị và quảng bá, chính sách hỗ trợ và đầu tư)</li> <li>Đối với những người nông dân tham gia du lịch nông nghiệp hiện tại: Bạn sẽ tiếp tục cung cấp các dịch vụ du lịch nông nghiệp ở Thủy Biều trong tương lai chứ? Làm thế nào sản phẩm / kinh nghiệm của bạn có thể phát triển? Kế hoạch của bạn để phát triển kinh doanh là gì?</li> <li>Đối với nông dân chưa tham gia du lịch nông nghiệp: Bạn có dự định tham gia vào dịch vụ du lịch nông nghiệp trong tương lai không? Nếu có, loại dịch vụ nào? Nếu không, tại sao?</li> <li>Bạn hiểu thế nào về phát triển du lịch bền vững? Bạn có nghĩ rằng du lịch nông nghiệp là bền vững? Tại sao hay tại sao không?</li> </ul> <p><i>Định nghĩa được sử dụng: du lịch bền vững được cho là sử dụng tối ưu tài nguyên môi trường, tôn trọng tính xác thực văn hóa xã hội của cộng đồng chủ nhà và cung cấp lợi ích kinh tế xã hội cho tất cả các bên liên quan (Shen et al., 2009)</i></p>	10'
<b>Tóm lại</b>	Những ý kiến đóng góp khác	5'