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Farmers' Decision to Develop Agricultural Tourism in Vietnam

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ABSTRACT

Agricultural tourism has become a potential pathway toward sustainable economic development, particularly in countries with strong agricultural foundations and favorable tourism conditions. Beyond its economic contributions, agricultural tourism plays a vital role in enhancing livelihoods and social welfare. Nevertheless, its development still faces several challenges that call for deeper investigation to design more effective strategies and policies for promoting this sector sustainably. The study aimed to quantify the influence of various factors on the income of farming households involved in developing agricultural tourism models. It also assessed how this income impacts their decision to pursue agricultural tourism in Vietnam. Data for the study were collected through a survey of 549 farming households participating in agricultural tourism development nationwide. To achieve the research objectives, the researchers employed the Ordinary Least Squares (OLS) regression model and the Logit model. The findings indicate that the factors affecting the income of farming households vary in their influence. The most significant factor identified is the quality of agricultural land used for tourism development (Land), followed closely by the households' experience in developing agricultural tourism models (Expert_Tour). Additionally, the study predicted the likelihood of surveyed households continuing to develop the agricultural tourism model based on the income generated from this initiative. Based on these findings, the authors proposed strategies to enhance the development of agricultural tourism, aiming to establish it as a sustainable livelihood strategy for households, particularly in rural areas.

Keywords: Agritourism; Sustainable Livelihoods; Income; Employment; Livelihood Strategies

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1. Introduction

Agricultural tourism has emerged as a field of growing interest among both policymakers and researchers, given its influence on farmers' income and employment at the micro level, and its broader positive implications for social security, economic growth, and development at the macro level[1,2]. Tourism development has become a trend among countries since it is regarded as a "smokeless industry" that offers significant economic and social benefits, thereby contributing to the goal of sustainable socio-economic development. For countries with strengths in agriculture and favorable conditions for agricultural growth, there are new developmental directions. This includes not only traditional agricultural development but also innovative combinations that create new livelihood strategies for farmers by integrating tourism with agriculture. The term "agricultural tourism" is becoming increasingly "closer" to people in predominantly agricultural countries. Agricultural tourism has contributed to improving and securing better living conditions, bringing about positive changes in people's lives. The value created by agricultural tourism benefits not only individual farmers but also contributes to economic growth and development at the national level[3–5]. Agricultural tourism has created new jobs, ranging from direct employment to indirect opportunities for local residents. These job creations positively impact farmers' incomes as well. Furthermore, the development of agricultural tourism receives support from local authorities and businesses that are part of the tourism product supply chain. Investment in infrastructure is also prioritized, along with improvements in education and healthcare in these areas. Overall, agricultural tourism has a dual impact, benefiting both the local community and the agricultural sector where it is established[6–10].

Vietnam is not an exception to global trends, particularly in agricultural development. The country is well-known for its high-quality agricultural products, which include rice, lychee, coffee, and durian, all of which are exported on a large scale. However, relying solely on traditional agricultural products has not provided stability or significant economic value for farmers in Vietnam. One promising solution is the development of agricultural tourism, which leverages the diversity of agricultural products and combines them with tourism. This approach has generated greater economic value for local farmers and created new livelihood opportunities for communities. Statistical results on farmers' income in several localities of Vietnam also indicate the advantages and positive improvements in income between farmers engaged solely in traditional agriculture and those adopting agricultural tourism models. Statistical data from Lam Dong Provincial Statistics Office in 2024 illustrates the positive impact of agricultural tourism on farmers' incomes. The average income in Lam Dong province (a leader in agricultural tourism development in Vietnam) is approximately 4.75 million VND per person per month[11,12]. This figure surpasses the average income per capita in rural areas of Vietnam, which stands at about 4.17 million VND per person per month. The statistical results indicate that agricultural tourism significantly benefits farmers, providing them with an effective strategy to diversify their income sources and improve their livelihoods.

By the end of 2024, Vietnam had approximately 365 agricultural tourism sites that were established and developed. Several of these sites have been focused on adopting standard models to achieve the goal of creating model agricultural tourism areas in the country while also preserving national cultural identity. Notable agricultural tourism sites in Vietnam include Duong Lam Ancient Village, the Terraced Fields, the Sapa Tourist Area, and the Da Lat High-Tech Flower Garden. These models of agricultural tourism are considered "bright spots" in Vietnam's tourism development, aiming to create new livelihoods for farmers in rural areas. According to statistics from the General Statistics Office (GSO[13]), about 15% of tourists visiting Vietnam chose agricultural tourism, allowing them to engage in unique experiences within this tourism model. The growth of agricultural tourism in Vietnam aligns with global tourism trends. Data from the United Nations World Tourism Organization (UNWTO) indicates that agricultural tourism is becoming increasingly popular, with an average growth rate of approximately 10%, compared to a 4% growth rate for traditional tourism.

Continuing to promote and develop agricultural

tourism is crucial for creating a model that generates income and ensures stable livelihoods for farming households. However, this remains a challenge that needs to be addressed from various perspectives. Currently, many individuals engage in agricultural tourism development only in a fragmented manner, utilizing their existing resources to generate some additional income. Yet, this income is generally secondary, with the primary earnings still coming from traditional agricultural production. As a result, farmers often lack the investment needed to "enhance" their capacity for agricultural tourism, preventing this model from evolving into a viable new economic opportunity for farming households. To address this issue, it is important to study the factors influencing farmers' decisions to develop agricultural tourism in Vietnam. Based on this research, recommendations can be made to support farmers in establishing sustainable agricultural tourism models that yield higher economic value.

2. Literature Review

Agricultural tourism has emerged as a significant development trend in countries worldwide. This trend aligns the growth of the smokeless industry with agricultural development, aiming to preserve and promote cultural heritage while ensuring food security and safety in the agricultural sector. It contributes to the overall development of countries and supports the goals of sustainable development and the preservation of the agricultural ecosystem [14–18]. The growth of agricultural tourism also plays a positive role in reducing vulnerability for communities facing unstable factors in the agricultural market. When price fluctuations, market changes, and imbalances in the value chain of agricultural products occur, agricultural tourism can help restore balance and stability in people's lives and incomes. Furthermore, it diversifies "livelihood strategies", helping individuals avoid dependence on a single source of income. Thus, the benefits of agricultural tourism development for people are quite evident [19–22].

The decision to continue developing and pursuing the agricultural tourism model is significantly influenced by various factors, with previous studies indicating that income generated from this model is a key determinant [23,24]. When farmers earn enough income to sustain their livelihoods and meet their basic needs and expectations through agricultural tourism, they are more likely to continue with the model. Conversely, if the investment required for agricultural tourism development is excessively high, and the income generated does not meet their minimum needs and expectations, farmers may reconsider their commitment to this development model. Specifically, Almeida và Machando [23] confirmed a positive relationship between income and the development of the agricultural tourism model. Their findings suggest that higher income facilitates better development of the tourism model, while lower income can hinder its success.

Various factors affecting farmers' income have been explored from different perspectives. Almeida và Machando [23] employed McFadden's choice model and the Multinomial Logit model to quantify the relationship between factors such as farming practices, pricing, promotion, and information dissemination on the income of individuals involved in agricultural tourism. Their studies, similar in approach, utilized the DFID sustainable livelihood analysis framework to assess the impact of these factors on farmers' income. They also demonstrated that developing agricultural tourism can serve as an effective strategy for creating sustainable livelihoods, ultimately providing stable income for farmers in agricultural areas [25–28].

A number of studies have demonstrated that the ability to attract tourists and create appeal at agritourism destinations constitutes a decisive factor for the development and long-term stability of agritourism. The integration of farm visits and experiential activities with educational and recreational components has been shown to generate significant appeal, thereby fostering the sustainable development of agritourism [29]. While the growth and sustainability of agritourism are shaped by multiple stakeholders, existing research appears to have paid insufficient attention to the role and position of rural tourism enterprises [30]. In this regard, the studies conducted by Ngoc Bao Nguyen & Long Hoang Nguyen [29] and Setiawan Proatmoko et al. [30] converge in underscoring the necessity of promoting sustainable

agritourism and rural tourism as a means of contributing to the broader development of the tourism sector. Both works emphasize the importance of tourists' perceptions, roles, and experiences with agritourism products, alongside recognizing the pivotal contribution of technological factors. Taken together, these insights not only contribute to stabilizing agritourism activities but also highlight the readiness of farmers, businesses, and local communities to further engage in the development of agritourism models.

Previous studies have focused on quantifying the impact of various factors related to the development of the agritourism model on people's income and livelihoods. These studies aimed to assess the development of agritourism in specific countries, localities, or regions. Building on this previous research, the current study analyzes the factors influencing farmers' decisions to develop agritourism in Vietnam. Building on prior studies, this research employs the Sustainable Livelihoods Framework (SLF) developed by DFID [28] as the analytical foundation. The SLF emphasizes the interplay of livelihood assets, with income commonly used as a key indicator, while also recognizing the influence of environmental conditions and policy contexts on livelihood sustainability. Given that sustainable livelihoods underpin stability and are critical to the development of agritourism models, the application of the SLF together with insights from existing literature provides a solid basis for selecting the determinants analyzed in this study. To achieve this research objective, the research team followed a two-step process:

First, the study quantified the impact of these factors on the income of farmers involved in agritourism.

Second, the study examined how income affects farmers' decisions to adopt the agritourism model.

This research is designed to ensure both novelty and necessity in understanding the development of agritourism.

3. Methods

3.1. Data Collection Methods

The data for this study were gathered by the authors through a survey of farming households that are currently implementing or have previously implemented agricultural tourism models at well-known agricultural tourism destinations in Vietnam. The researchers utilized a standardized survey form, which was refined from the income and employment survey conducted by the General Statistics Office [31]. The collected data encompassed demographic information of the survey participants, their income data, and their opinions on factors influencing income and the decision to develop agricultural tourism models, all from the personal perspectives of the survey participants.

Survey implementation process: The research team distributed the questionnaires directly to the selected respondents. Participants were asked to complete the forms based on the data collection requirements, after which the survey staff collected the completed questionnaires.

Survey subjects: The study targeted individuals and households who have participated in or are currently participating in agricultural tourism development models. These participants were selected because they have practical experience, have directly benefited from support policies, and have diversified their income sources and livelihood strategies through agricultural tourism. This selection ensured that respondents possessed sufficient knowledge and understanding of agricultural tourism model development.

Survey Sample Size: According to Thang's perspective [32], the minimum sample size required for statistical calculations is 100. To ensure sufficient observations for this analysis, the study surveyed individuals and farming households that are currently implementing or have implemented the agricultural tourism model. A total of 549 individuals, representing 549 households, were surveyed (160 survey questionnaires were administered in Duong Lam Ancient Village, 172 in the Sa Pa Agricultural Tourism Area, and 217 in the Mekong Delta region of Vietnam). These households have actively contributed to the development of agricultural tourism at prominent destinations in Vietnam. The number of observations exceeds the minimum requirement, ensuring reliability for the statistical calculations (**Table 1**).

Survey location: The survey was conducted at well-known agricultural tourism destinations in Vietnam, in-

cluding Duong Lam Ancient Village, Sa Pa Agricultural Tourism Area, Da Lat Tourist Area, and the Mekong Delta region of Vietnam. These sites are considered representative examples of agricultural tourism development in Vietnam.

Survey implementation period: The survey was conducted from May to July 2025.

Table 1. Descriptive statistics of the research sample.

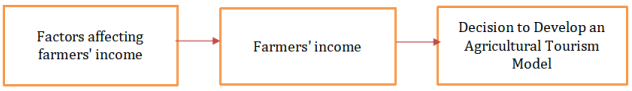
Items	Number	Percentage (%)
1. Distribution of observations across research areas	549	100
1.1. Duong Lam Ancient Village	160	29.14
1.2. Sa Pa Agricultural Tourism Area	172	31.33
1.3. Mekong Delta region	217	39.53
2. Distribution of observations by gender	549	100
2.1. Male	306	55.74
2.2. Female	243	44.26
3. Mean age of survey participants	38.12	

Source: Research team's processing of the results of the survey data.

After collection, the survey data were entered into Excel software, and all personal information of respondents was encrypted to ensure the confidentiality of demographic details.

3.2. Data Analysis Methods

To quantify the extent to which various factors influence farmers' decisions to develop agricultural tourism models in Vietnam, the study employs the following model:



Model 1: A quantitative analysis of the impact of various factors on the income of farming households engaged in agricultural tourism development in Vietnam. The measurement scales applied in the study are presented in **Table 2**:

Table 2. Measurement Scales.

Scale	Symbol	Interpretation
Farmers' income	Income	This scale measures the income of farming households derived from the agricultural tourism model. It does not account for other sources of income from farming household members related to agricultural tourism development. Income is calculated in units of 1.000 VND. This scale is adapted from the study by Hoang et al [9]; Su et al [26]; Shu et al [27]; Zhen Su et al [33]; Tu et al [34].
Household Investment in Agricultural Tourism Development	Invest	This scale is designed to measure the total annual investment made by farming households in new investments and reinvestments for developing agricultural tourism models. Investments are expressed in units of 1.000 VND. This scale builds on the research conducted by Zhen Su et al [33]. The study aims to demonstrate that as investment in tourism models increases, income also rises, and conversely, when investment decreases, income declines
Agricultural Land Area Allocated to the Agricultural Tourism Development Model	Area	This scale measures the size of agricultural land area used by farming households for the purpose of developing agricultural tourism. It builds upon the research conducted by Su et al [26]; Shu et al [27] and Zhen Su et al [33]. The unit of measurement for agricultural land area is square meters (m^2). The expected outcome of the study is that a larger area of agricultural land utilized for developing agricultural tourism models will lead to higher income, and conversely, a smaller area will result in lower income.

Table 2. *Cont.*

Scale	Symbol	Interpretation
Quality of Agricultural Land Allocated to the Agricultural Tourism Development Model	Land	This scale measures the impact of agricultural land quality on households' agricultural tourism development model. The study anticipates that high-quality agricultural land will enhance both the quantity and quality of agricultural products, thereby positively affecting the income of farming households. This scale builds upon the research of Zhen Su et al [33]; DFID [28]. The quality of cultivated land is categorized as follows: high quality is coded as 1; good quality is coded as 0.67; average quality is coded as 0.33; and poor quality is coded as 0.
Value of Means of Production Used in Agricultural Tourism Development	Material	This scale is used to measure the monetary value of the resources utilized by farming households in agricultural production and the tourism service business, specifically for the development of the agricultural tourism model among these households. The unit of measurement is 1.000 VND. A higher value of resources dedicated to agricultural tourism development indicates a greater potential income, and vice versa. This scale builds upon the research conducted by Hoang et al [9]; Su et al [26]; Shu et al [27]; Zhen Su et al [31].
Age of household members	Age	This scale measures the age of survey respondents and was also used in the study of Zhen Su et al [33]; DFID [28]. The age of household members was coded as follows: 19–60 years = 1, 13–18 years = 0.5, and below 12 years or above 60 years = 0.
Education Level	Edu	This scale measures the educational attainment of household members. It builds upon the research conducted by Zhen Su et al [33]; DFID [28]; Su et al [26]; Shu et al [27]. The educational levels are coded as follows: Participants with a university degree or higher receive a code of 1; those with a high school diploma are coded at 0.8; middle school graduates are coded at 0.6; primary school graduates receive a code of 0.4, and illiterate individuals are assigned a code of 0.2
Participation in Social Organizations	Social_Cap	This scale measures the social relationships and interactions of the survey participants. Engagement in social organizations can enhance skills, knowledge, and income-generating opportunities for farming households. This scale builds upon the research conducted by Zhen Su et al [33], as well as studies by Su et al [26]; Shu et al [27]. In this scale, a value of 1 indicates that the survey participant has social relationships and interactions, while a value of 0 indicates otherwise.
Number of Household Workers Participating in Agricultural Tourism Development	Labour	This scale is used to measure the number of household members involved in developing agritourism models. The study was inherited from Zhen Su et al [33]; DFID [28]; Su et al [26]; Shu et al [27].
Experience in Agricultural Tourism Development Model	Expert_Tour	This scale measures the number of years of experience of household representatives in developing the agricultural tourism model. This experience is measured in years, a scale adapted from Tu et al [34]; DFID [28]; Su et al [26]; Shu et al [27].
Number of Training Courses on Tourism Development Attended by Household Representatives	Number_Course	This scale measures the number of agritourism training courses attended by farmers, and it was adapted from Hoang et al [9]; Su et al [26]; Shu et al [27]; Zhen Su et al [33]; Tu et al [34].

Source: Compiled by the research group.

The research model is presented as follows:

$$Y = B_0 + B_1X_1 + B_2X_2 + ... + B_nX_n$$

Where,

Y: Dependent variable (Farmer household income)

B_i: Regression coefficients

X_n: The variables influencing farm household income are presented in **Table 1**.

Model 2: Studying the impact of farmer household income from agricultural tourism on the decision to adopt agricultural tourism models.

The scale for determining agricultural tourism development is a binary scale of 0 and 1. If a farm household indicates a willingness to continue developing agricultural tourism, the response is coded as 1; otherwise, it is coded as 0.

The empirical model is the Logit model, expressed as follows:

$$\text{Invest\_Decision} = \log\left(\frac{p}{1-p}\right) = \beta_0 + \beta_1 * \text{Ln\_Income}$$

Where:

Invest_Decision: Probability of further engagement in agritourism development

B_i: Regression coefficients

Ln_Income: Income

4. Results

The descriptive statistics of the scales used in this study are presented in (**Table 3**):

Table 3. Descriptive Statistics of the Scales.

Items	Mean	Maximum	Minimum	Standard Deviation
Invest	14,756.760	301,000.000	469.000	31,018.211
Area	8042.082	388,800.000	504.000	20,450.365
Material	31,168.949	759,600.000	50.000	55,210.433
Ln_Invest	8.600	12.615	6.151	1.343
Ln_Area	8.195	12.871	6.223	1.140
Land	0.618	1.000	0.000	0.302
Ln_Material	9.827	13.541	3.912	1.076
Edu	1.193	3.400	0.000	0.618
Social_Cap	2.210	4.000	0.000	0.903
Labour	2.678	6.000	1.000	1.004
Exper_Tour	7.572	14.000	3.000	1.889
Number_course	1.246	8.000	0.000	1.637

Source: Research team's processing of the results of the survey data.

Table 3 presents the descriptive statistical results, including the maximum, minimum, mean values, and standard deviations of the scales used in the study. Some notable indicators reflect the investment as well as the expectations for agricultural tourism to become a new and sustainable livelihood channel for farming households. For example, the "Invest" scale shows that, on average, each household invests about 14,756.76 (thousand VND) in agricultural tourism development. However, the gap between the households with the highest and the lowest levels of investment is relatively large. This result also reflects the current reality that some households can rely on agricultural tourism as a solution to improve their income and even become wealthier by combining their agricultural products with tourism services. However, some households do not fully utilize the benefits of the agricultural tourism development model to create new livelihood strategies. The largest annual investment from a farming household in this model is approximately 301 million VND, while the smallest investment is around 469 thousand VND. This disparity highlights a major shortcoming in the tourism development model. A critical question that arises is: "How can the agricultural tourism model develop sustainably?" Additionally, the number of workers involved in this model is quite substantial, with about 2.678 individuals participating from various households. This indicates that when farming households engage in agricultural tourism, it is likely that all household members will be actively involved in managing the products of the model.

Model 1: The estimated results of the influence of factors on the income of farming households engaged in developing tourism models are presented in **Table 4**:

Table 4. Coefficients.

Model		Unstandardized Coefficients		Standardized Coefficients	*t*	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	3.880	0.459		8.453	0.000		
	Ln_Invest	0.115	0.025	0.120	4.510	0.000	0.964	1.037
	Ln_Area	0.140	0.031	0.125	4.595	0.000	0.926	1.079
	Land	1.299	0.122	0.307	10.612	0.000	0.821	1.218
	Ln_Material	0.210	0.036	0.176	5.906	0.000	0.770	1.298
	Age	0.107	0.053	0.092	1.999	0.046	0.323	3.096
	Edu	0.220	0.091	0.106	2.413	0.016	0.355	2.818
	Social_Cap	0.163	0.042	0.115	3.883	0.000	0.779	1.283
	Labour	0.152	0.050	0.120	3.061	0.002	0.451	2.219
	Exper_Tour	0.161	0.023	0.238	6.924	0.000	0.583	1.717
	Number_course	0.163	0.024	0.208	6.824	0.000	0.738	1.355

Model Summary [b]					ANOVA [a]	
R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson	F	Sig.
0.794[a]	0.630	0.624	0.785	1.873	91.793	0.000[b]

Note: a. Predictors: (Constant), Number_course, Ln_Area, Ln_Invest, Age, Exper_Tour, Land, Ln_Material, Social_Cap, Labour, Edu; b. Dependent Variable: Ln_Income.
Source: Research team's processing of the results of the survey data.

The findings show that every variable included in the research model is statistically significant at the 5% significance level.

The R Square coefficient of 0.630 indicates that the independent variables in the model explain approximately 63% of the variance in the dependent variable.

The significance value (Sig.) of 0.000 indicates that the research model chosen by the author group is statistically significant.

The estimation results indicate that the variables in the model are statistically significant and exert varying degrees of influence on farmers' income in the development of the agricultural tourism model.

The most significant factor influencing farmers' income is the quality of agricultural land used in the agricultural tourism development model (Land). This is evidenced by a standardized coefficient (Beta) of 0.307, which is consistent with the principles of agricultural tourism development. The model relies heavily on the quality of agricultural products, and in agricultural production, the success of these products largely depends on land quality. Poor land quality can severely reduce output, thereby negatively affecting farmers' income. The author's research findings fully support the findings of previous studies conducted by Zhen Su et al [33]; DFID [28].

The second most influential factor on the income of farming households engaged in agricultural tourism development is experience in participating in agricultural tourism models (Expert_Tour), with a standardized coefficient (Beta) of 0.238. These findings are consistent with the distinctive characteristics of agricultural tourism, which requires not only experience in tourism activities but also knowledge of cultivation, nurturing, and production of agricultural products that underpin the model. Furthermore, the results indicate that greater experience is positively associated with an enhanced ability to increase household income. The author's research findings fully support Tu et al [34]; DFID [28]; Su et al [26]; Shu et al [27] viewpoint.

The findings also demonstrate a positive correlation between influencing factors and the income of farming households participating in agricultural tourism development.

Model 2: Estimation results of the impact of income on the decision to develop an agricultural tourism model (**Table 5**).

Table 5. Variables in the Equation.

Variables in the Equation							
		B	S.E.	Wald	df	Sig.	Exp(B)
Step 1[a]	Ln_Income	1.107	0.111	98.670	1.000	0.000	3.026
	Constant	−12.792	1.291	98.134	1.000	0.000	0.000
a. Variable(s) entered on step 1: Ln_Income.							

Classification Table[a]					**Model Summary**		
Observed			Predicted invest_decision		Percentage Correct	−2 Log likelihood	605.428[a]
			0.0	1.0		Cox & Snell R Square	0.247
Step 1	invest_decision	0.0	199.000	71.000	73.704		
		1.0	78.000	201.000	72.043	Nagelkerke R Square	0.329
	Overall Percentage				72.860		
a. The cut value is 0.500							

Source: Research team's processing of the results of the survey data.

According to **Table 5**, the research model is considered appropriate, with the following statistics:

The −2 Log Likelihood value = 605.428; Cox and Snell R Square = 0.247 and Nagelkerke R Square = 0.329.

Among the surveyed farmers, 270 households reported discontinuing agritourism development, whereas 279 households stated their intention to continue.

Among the 270 households that discontinued agricultural tourism development, 199 were predicted not to continue, and 71 were predicted to continue, yielding a correct prediction rate of 73.704%.

Out of 279 households surveyed about the agricultural tourism model, 201 households expressed interest in continuing its development, while 78 households predicted they would not; The correct prediction rate was 72.043%.

The model's prediction accuracy is 72.86%

The regression model is specified as follows:

$$\text{Invest\_Decision} = \log\left(\frac{p}{1-p}\right) = -12.792 + 1.107*\text{Ln\_Income}$$

The quantitative results indicate that higher income is associated with a greater probability of farmers deciding to continue developing the agricultural tourism model, and vice versa.

5. Discussion

Agritourism is increasingly attracting interest from both policymakers and farmers who are involved in developing agricultural practices and integrating tourism into agriculture. However, research indicates that some farmers are not inclined to pursue tourism development in the future due to various challenges associated with implementing agritourism models. To address these difficulties and suggest a viable development path for farmers engaged in agritourism, the research team proposes several solutions.

Income plays a crucial role in determining whether farmers will continue to pursue the agricultural tourism model or not. If the financial returns are not attractive enough, it will be challenging for farmers to sustain this venture. Additionally, developing new products requires investments not only in agriculture but also in acquiring knowledge, skills, and a positive attitude towards new offerings, along with effective provision of tourism services. To ensure that agricultural tourism is not merely seen as a "secondary option" but instead becomes the "primary livelihood strategy" for farmers, there needs to be solutions aimed at increasing their income from this model. Here are some recommendations to enhance farmers' earnings through agricultural tourism:

First, to promote agricultural tourism effectively, it is essential to create national plans that support farmers in a coordinated way. This approach will generate a new wave of tourism centered around experiential learning and the discovery of agricultural products. By attracting more tourists, we can also enhance farmers' incomes.

Second, it is essential to implement training courses focused on both knowledge and skills, particularly those related to offering agricultural tourism products for tourists. Currently, most farming households involved in developing these products have backgrounds solely in agriculture, which means their understanding of how to provide services, engage with customers, and promote tourism offerings is limited. As a result, the number of tourists utilizing their services remains low, leading to challenges that may discourage farming households from continuing to develop agricultural tourism models.

Third, relevant entities, including state management agencies, banks, and travel businesses, need to implement more specific measures to support investment capital, establish preferential policies, and launch promotional campaigns aimed at assisting farming households during the development stages of the agricultural tourism model. With regard to support for farming households, the role of related entities such as enterprises providing agritourism services is particularly important, as they can help farmers access a stable source of tourists, thereby generating consistent income and fostering more sustainable agritourism development through the engagement of diverse stakeholder groups. In addition, credit institutions and banks can provide farmers with stable capital resources, enabling them to adequately secure the necessary investments for the development of agritourism.

6. Conclusion

The study has successfully fulfilled its objectives by quantitatively assessing the extent to which various factors influence farmers' decisions to further develop agricultural tourism models. The results provide an in-depth understanding from the perspective of the primary stakeholders—the farmers themselves—regarding the determinants that shape the development and sustainability of household-based agricultural tourism initiatives.

The study is currently limited to examining farm households' decisions to develop agritourism in Vietnam, primarily focusing on the influence of income on such decisions. Specifically, it explores how factors affecting farmers' income subsequently shape their decision to continue or discontinue engagement in agritourism. However, household decisions to develop agritourism in Vietnam are also influenced by a broader range of factors. This limitation highlights the need for further research, which the authors intend to pursue in future studies.

Author Contributions

Conceptualization, Q.T.D. and T.Y.L.; methodology, Q.T.D. and T.Y.L.; software, Q.T.D.; validation, Q.T.D. and T.Y.L.; formal analysis, T.Y.L.; investigation, Q.T.D. and T.Y.L.; resources, Q.T.D.; data curation, T.Y.L.; writing—original draft preparation, Q.T.D. and T.Y.L.; writing—review and editing, Q.T.D. and T.Y.L.; visualization, Q.T.D.; supervision, T.Y.L.; project administration, Q.T.D. All authors have read and agreed to the published version of the manuscript.

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Data Availability Statement

All data and materials, as well as software applications or custom code, support our published claims and comply with field standards.

Conflicts of Interest

The authors have no competing interests to declare that are relevant to the content of this article.

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