

Tourist Attraction through Agricultural Way of Life: A Case Study at Tra Que Village, Quang Nam Province, Vietnam

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Abstract : Agro-tourism is a form of rural tourism that has actively developed in recent years. Tra Que vegetable village has developed this type of tourism to meet the needs of visitors to visit and experience. However, in the process of agricultural tourism development, Tra Que village is facing many issues related to the agricultural way of life, affecting the attraction of tourists. The purpose of this study is to find those issues. The survey questionnaire of 71 households and a semi-structured group interview of 30 households has been applied for the data collection. Research results show that there is a shortage of young workers, lack of training in tourism and agricultural production, and households only exploit a few agricultural activities for tourism. The number of households receiving tourists tends to decrease, and the number of households selling products to tourists at farms accounts for a small proportion. These will affect sustainable agro-tourism development in the future. Focusing on training local households in tourism and agricultural production, encourage young generation to preserve the agricultural way of life, upgrade infrastructure and public services, develop agro-products and tourism services will contribute to the sustainable development of agro-tourism in Tra Que vegetable village in the future.

Keywords : agro-tourism, way of life, Vietnamese tourists, Tra Que vegetable village

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