

DEVELOPMENT OF AGRI-TOURISM AND LOCAL SPECIALTY PRODUCTS IN DA NANG: POTENTIAL AND SUSTAINABLE DEVELOPMENT DIRECTIONS

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ABSTRACT

The trend of agri-tourism, particularly focused on local specialty products, is increasingly popular as contemporary tourists are not only seeking traditional destinations but also desiring experiences that are closer to nature and local culture. Agri-tourism offers an opportunity for travelers to explore rural areas and learn about the production, processing, and consumption of locally unique agricultural products. This study aims to assess the potential of local agricultural specialty products in Da Nang, surveying tourists, with 349 valid responses analyzed to identify their demand and preferences for these local products. The research findings will provide a comprehensive insight into agri-tourism focused on local specialties, thereby proposing sustainable development solutions for Da Nang's agri-tourism, contributing to enhanced economic value and environmental sustainability.

Keywords: Agri-tourism, local specialties, sustainable tourism, tourism potential, community development.

1. INTRODUCTION

Agri-tourism and local specialty products are emerging as a strong development trend in response to the increasingly diverse demands for exploration and experience among tourists. Agricultural tourism is a type of tourism that combines travel activities with agricultural production. In this model, visitors not only tour farming areas and farms but also participate in the production of agricultural products and learn about traditional farming and food production methods. Local specialty products, with their unique characteristics and special cultural value, serve as key highlights in agricultural tourism programs, enhancing the appeal and value of local destinations. These products not only reflect the cultural identity of the region but also demonstrate the development of the local economy through effective production, consumption, and promotion activities.

In Da Nang, the development of agricultural tourism and local specialty products has emerged as an important strategy to promote rural economic growth, preserve indigenous cultures, and move towards sustainable development. Notably, Hoa Vang District has implemented a community-based tourism model linked to agricultural, forestry, and aquaculture production, with nearly 20 community eco-tourism sites located in Hoa Bac and Hoa Ninh communes [1]. This model has not only created employment opportunities for local residents but also contributed to the preservation and promotion of the traditional cultural values of the Co Tu ethnic community. To support sustainable development, Da Nang has issued Decision No. 495/QD-UBND on the Program for Rural Tourism Development

associated with New Rural Development until 2025. The program aims to develop distinct, attractive, high-quality and competitive rural tourism products, while also promoting the consumption of rural agricultural products and services, particularly those linked to the production and marketing of local OCOP (One Commune One Product) items. Furthermore, the city is focusing on digitalizing rural tourism sites and applying digital technology in tourism promotion and marketing activities.

The development of agricultural tourism and local specialty products in Da Nang is not only a trend but also a practical necessity, as the city seeks sustainable economic growth and aims to improve the quality of life for its communities. With abundant natural resources, traditional craft villages, and distinctive agricultural products, Da Nang possesses significant potential for agricultural tourism development. However, this development faces several challenges, including the preservation of traditional cultural values, the restoration and maintenance of sustainable agricultural practices, and the need to balance economic growth with environmental protection.

Therefore, research and development of agricultural tourism in combination with local specialty products has become essential. This study is conducted to assess the tourism potential associated with agricultural specialty products in Da Nang, analyze tourist demand for these products, and provide scientific and practical foundations that contribute to the formulation of sustainable tourism development policies, thereby generating lasting economic and cultural value for the city.

2. LITERATURE REVIEW

Agritourism has become an important strategy for rural development, particularly in promoting economic growth and preserving cultural heritage in rural areas. Previous studies have shown that agritourism not only increases farmers' income but also creates employment opportunities and revitalizes local economies. Research by Barbieri (2013) [2] confirmed that agritourism can foster sustainable development by utilizing the natural and cultural resources of rural regions.

Moreover, agritourism provides new opportunities for diversifying agricultural business activities, helping farmers reduce income risks and maintain rural lifestyles [3]. Activities such as farm tours, crop harvesting, and participation in traditional festivals have attracted significant interest from tourists, especially urban residents seeking experiences that bring them closer to nature [3, 4]. Additionally, factors such as training farmers about the benefits of agritourism and developing local products play crucial roles in the sector's success [5]. Therefore, supportive policies, including infrastructure investment and encouragement of local community participation, are essential for the development of agritourism and for ensuring the sustainable growth of rural areas [4].

In the context of agritourism development, local specialty products are increasingly becoming key attractions, enhancing the value of rural areas and supporting regional economic growth. Studies have indicated that specialty products not only reflect the cultural identity and traditions of a region but also serve as important tools for increasing tourist spending at destinations. Notably, the connection between tourists and these products often involves feelings of nostalgia and unique sensory experiences associated with the specific place [6, 7].

Local products, including food and handicrafts, play a vital role in creating a unique and memorable tourism experience. For example, in regions such as Baranya and Tolna in Hungary, research has shown that traditional foods have enhanced the attractiveness of tourist destinations and supported local economic development [7]. Similarly, specialty products like wines, jams, and dishes made from local ingredients have become integral parts of tourism

activities in many countries [8]. The increasing demand for these products has underscored their role in promoting rural tourism, not only through consumption during trips but also by helping local producers maintain traditions, protect the environment, and establish a distinctive local brand [9, 10]. Promotional programs for local products, such as food festivals, farmers' markets, and craft-related events, have further increased the value and appeal of these products [7, 10].

Thus, the connection between agritourism and local specialty products not only enhances the tourism experience but also promotes sustainable development, preserves cultural heritage, and contributes to building a strong rural economy.

3. RESEARCH METHODOLOGY

The quantitative research was conducted to gather data through a survey. The survey consisted of two main sections: personal information and tourists' needs regarding the experience and purchase of local specialty products. The questionnaire was designed using Google Forms and was distributed to more than 300 domestic and international tourists in Da Nang. A total of 356 responses were collected, of which 349 were deemed valid for analysis (achieving a 98.03% valid response rate).

The characteristics of the research sample are presented in Table 1.

Table 1. Characteristics of the research sample
(Source: Compiled by the author based on survey results)

Characteristics	Number	Percentage (%)	Characteristics	Number	Percentage (%)
1. Gender	349	100	4. Frequency of visits to Da Nang	349	100
- Male	166	47.6	- Once	113	32.4
- Female	183	52.4	- Twice	192	55
			- More than 3 times	44	12.6
2. Age	349	100	5. Travel companions	349	100
- Under 18 years old	52	14.9	- Alone	48	13.8
- 18 – 40 years old	191	54.7	- With friends/colleagues	193	55.3
- Above 40 years old	106	30.4	- With family/relatives	108	30.9
3. Type of tourist	349	100	6. Type of travel	349	100
- International	81	23.2	- Package tour	89	25.5
- Domestic	268	76.8	- Independent travel	167	47.9
			- Business travel	93	26.6

The sample characteristics presented in Table 1 show that female respondents accounted for 52.4%, and males 47.6%. The majority of respondents were aged 18 – 40 (54.7%). Domestic tourists made up a significant proportion (76.8%), with most having visited Da Nang twice (55%) and traveling mainly with friends or colleagues (55.3%). Independent travel was the most common form of travel (47.9%). These characteristics indicate that the main target group comprises young, dynamic individuals who seek experiential travel, highlighting the critical role of the domestic market in the development of agritourism in Da Nang.

4. RESEARCH FINDINGS

4.1. Potential for agritourism development in Da Nang city

Da Nang possesses significant natural potential - especially in areas such as Hoa Vang district - which serves as a fundamental asset and competitive advantage for the sustainable development of agritourism. Its ecological diversity, favorable climate conditions, and abundant agricultural resources provide an ideal setting for implementing tourism models that integrate farming activities, agricultural education, and nature conservation.

The city features a semi-mountainous terrain, with most of Hoa Vang district comprising low hills and tropical forest ecosystems. Areas such as Hoa Bac, Hoa Phu and Hoa Ninh maintain relatively intact natural landscapes. Hoa Vang is considered the agricultural hub of Da Nang, covering a total natural area of 73,488 hectares (accounting for 88.8% of the city's total area), with 65,316 hectares dedicated to agricultural land. This provides favorable conditions for developing forest-based tourism in combination with agriculture, including activities such as trekking, glamping, and tours of herbal or native fruit plantations.

With its tropical monsoon climate, Da Nang has two distinct seasons: a dry season from January to August and a rainy season from September to December. The annual average temperature ranges from 25 to 26 °C, with abundant rainfall in the later months of the year ensuring year-round soil moisture for agricultural activities. Major rivers such as the Cu De and Yen, along with natural streams in Hoa Vang, provide a stable freshwater supply, supporting both organic farming and eco-tourism linked to aquatic ecosystems. The region currently maintains several specialized agricultural zones, including the La Huong safe vegetable area (Cam Le district), the Hoa Lien flower-growing area, Nam Yen grape-growing area and fruit cultivation zones in Hoa Ninh and Hoa Phu. Additionally, freshwater aquaculture zones in Hoa Khuong and Hoa Tien offer potential for hands-on tourism experiences such as fish catching, angling, and learning aquaculture techniques.

Hoa Bac and Hoa Ninh are home to many natural attractions such as Ta Lang Waterfall, Luong Stream, and the Ba Na – Nui Chua Nature Reserve. These areas are well-suited not only for agricultural experiences but also for weekend retreats, wellness tourism (such as meditation and yoga in nature) and outdoor educational programs for students.

In summary, Da Nang's rich natural resources, favorable climate, and scenic landscapes offer key advantages for the city to develop agritourism with a focus on ecological sustainability and distinct local identity.

4.2. Notable agricultural specialty products in Da Nang city

Nam O Fish Sauce

Located along Da Nang Bay, the Nam O area features diverse terrain, including plains, peninsulas, rivers, streams, and an estuary facing northeast. This geography with river mouths, shallow waters and underground mineral-rich springs, supports both local livelihood and traditional fish sauce production. The significant temperature difference between day and night (about 6.5 °C) plays a key role in the fermentation process, enhancing protein breakdown while limiting the formation of harmful substances in the sauce.

Nam O fish sauce is made from black anchovy, a species that thrives in the calm seas off Nam O. Only the freshest fish, caught and brought ashore that day, are used. The fish are salted immediately after landing and placed into jackfruit wood barrels, lined with pebbles and broom roots at the bottom. Each barrel holds several hundred kilograms of fresh fish, which are fermented for 12 to 15 months, yielding up to 150 liters of premium first-press fish sauce. The

final product has a deep reddish-brown color and a rich aroma. Recognized as a National Intangible Cultural Heritage in 2019, Nam O fish sauce not only reflects natural values but also embodies the cultural and historical identity of the local community. It has received various awards and certifications, affirming its market position and encouraging the preservation of this traditional craft.

Tuy Loan Rice Paper

Dating back approximately 500 years, the craft of making Tuy Loan rice paper is deeply embedded in the local community's lifestyle, especially during festivals, Tet and ancestral ceremonies. Although the exact origin is unclear, the tradition has been passed down through generations, with families producing rice paper for centuries. Artisans such as Tran Thi Luyen and Dang Thi Tuy Phong have preserved and taught the craft, considering it a vital part of their family and cultural heritage.

Tuy Loan rice paper is made from Xiec rice, a local variety native to Quang Nam province, combined with white sesame, ginger, garlic, sugar, fish sauce, and salt. The process includes selecting and soaking the rice, grinding it into batter, mixing in the ingredients, spreading the batter onto a cloth over steam, and drying the sheets over charcoal using a three-layer bamboo drying system. Notably, the rice paper is not sun-dried but charcoal-dried, ensuring cleanliness and even drying. Each sheet is 35 - 43 cm in diameter, thicker than typical rice paper, and can be preserved for up to a year. Due to its cultural and traditional value, the craft was recognized as a National Intangible Cultural Heritage in 2024 by the Ministry of Culture, Sports and Tourism.

Sesame Dry Cake

Sesame dry cake is a traditional delicacy of Da Nang, rich in cultural and culinary value. Originating in the mid-19th century, it was first created by a poor woman in Thi An village, Hoa Vang district, for her husband to take on his journey to the imperial exam. Using available ingredients like rice, sticky rice, sesame, ginger, and sugar, she developed a cake that was both durable and easy to carry.

Making the cake is a meticulous process: rice flour is finely ground, steamed, and then baked multiple times over charcoal to achieve crispiness. The cakes are coated in caramelized sugar and rolled in roasted sesame seeds, creating a crunchy texture and sweet, fragrant flavor. Often called the "seven-fire cake", it undergoes seven baking stages to reach perfection. Today, many producers have scaled up production, and the cake is not only favored by locals but also by tourists and overseas Vietnamese as a symbolic and flavorful gift from Da Nang.

Fermented pork skin (Tre)

Tre is a well-known specialty from Central Vietnam, particularly in Da Nang. It is made from pork belly, pig ears, pork skin and sometimes beef, mixed with seasonings such as Ly Son garlic, galangal, anchovy fish sauce, sugar, chili powder, and vinegar. After mixing, the ingredients are wrapped first in guava or coconut leaves, then banana leaves and finally straw or plastic for preservation.

Tre takes about 3 - 4 days in a dry, cool place, allowing the dish to develop its characteristic tangy flavor. Tre is crunchy, with a bold aroma of galangal and garlic and a balance of sour and spicy flavors that make it a unique culinary experience. It is commonly served during festive occasions as an appetizer or eaten with shredded green papaya, carrots,

and sweet-and-sour fish sauce. Tre is also a popular snack and is frequently purchased by tourists as a specialty gift from Da Nang.

4.3. Survey results on tourist perceptions of agricultural specialty products in Da Nang

4.3.1. Tourist demand for experiencing agricultural specialty products in Da Nang

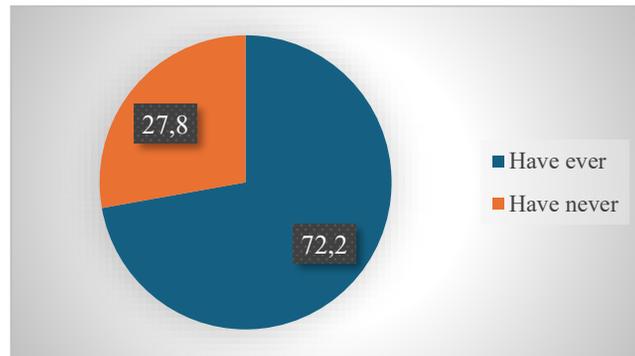


Figure 1. Rate of tourist participation in experiencing agricultural specialty products in Da Nang (Source: Author’s survey results)

The survey results shown in Figure 1 indicate that up to 72.2% of respondents confirmed they had previously participated in experiences involving local agricultural specialty products during their visit to Da Nang. Meanwhile, 27.8% stated they had not taken part in such experiences. These findings reveal a high level of interest among tourists in engaging with local specialty products, reflecting a growing trend of seeking culturally immersive and authentic tourism experiences.

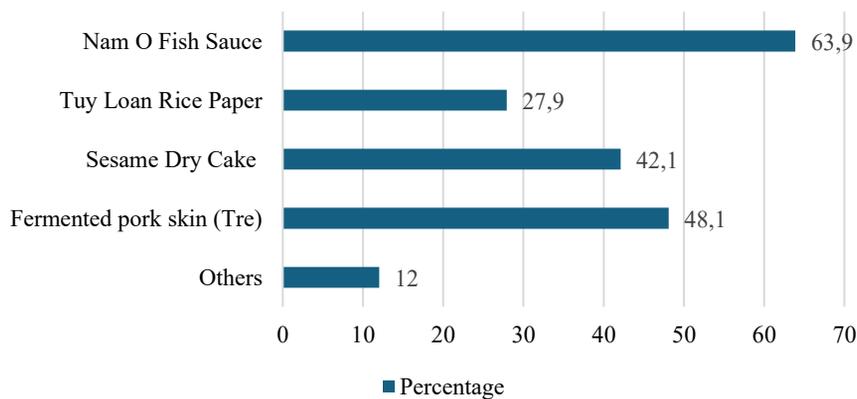


Figure 2. Tourist awareness of agricultural specialty products in Da Nang (Source: Author’s survey results)

Regarding the level of tourist awareness of Da Nang’s prominent agricultural specialty products, Figure 2 shows that Nam O fish sauce is the most widely recognized product with 63.9% of tourists acknowledging their familiarity with it. This is followed by tre (48.1%), sesame dry cake (42.1%) and Túy Loan rice paper (27.9%). These results clearly reflect the varying degrees of popularity and brand presence of each product in the minds of visitors. Notably, the significantly high awareness of Nam O fish sauce suggests strong potential for this product to become a flagship brand representing Da Nang’s agritourism identity. These insights provide valuable guidance for local tourism development strategies - emphasizing

broader promotion of well-known products while also increasing visibility and market positioning of lesser-known specialties. This dual approach can help maximize value and strengthen the city's competitive edge in the field of agricultural tourism.

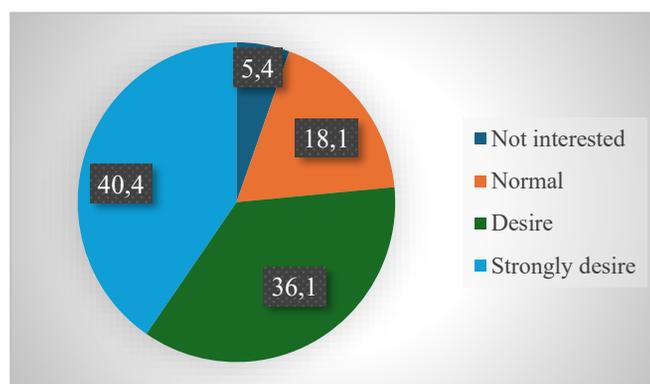


Figure 3. Tourists' interest in experiencing agricultural specialty products in Da Nang.
(Source: Author's survey results)

The survey results presented in Figure 3 indicate that 76.5% of tourists expressed a clear interest in participating in experiences related to local agricultural specialty products when visiting Da Nang. Only a small proportion (5.4%) of respondents stated that they were not interested in such activities. This result strongly confirms a high level of demand and interest from tourists for experiential tourism associated with local agricultural specialties. It represents a positive sign and offers favorable conditions for developing agritourism models in Da Nang that align with visitor preferences, thereby contributing to the city's sustainable economic, cultural, and environmental development.



Figure 4. Preferred forms of agricultural specialty product experiences in Da Nang.
(Source: Author's survey results)

As for the types of experiences tourists wish to have with Da Nang's agricultural specialties, Figure 4 reveals that the most preferred activity is tasting dishes made from these local products (69.9%). In addition, many tourists are interested in purchasing specialties as souvenirs (62.2%) and visiting traditional craft villages (61.3%). A considerable portion (55.9%) also expressed interest in participating in the production process. Meanwhile, culinary festivals and agricultural fairs attracted less attention (48.1%), and other forms of experience accounted for a small share (8.3%). These results show a tourist preference for direct,

personalized experiences such as culinary enjoyment and village visits over large-scale public events like fairs or festivals. This suggests that future agritourism development should emphasize hands-on, small-group experiences that create meaningful connections between tourists and local culture.

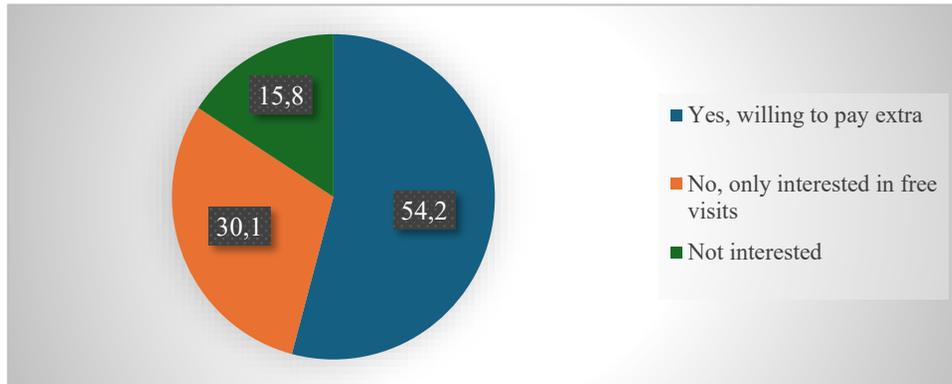


Figure 5. Tourists' willingness to pay for agricultural specialty product experiences in Da Nang. (Source: Author's survey results)

Tourists' willingness to pay for experiences involving Da Nang's agricultural specialties varies (Figure 5). A majority (54.2%) of respondents are willing to pay extra for these experiences. Meanwhile, 30.1% are only interested in free tours, and 15.8% expressed no interest in such activities. These figures point to strong potential for developing paid experiential services involving local agricultural products. At the same time, the significant presence of those who prefer free experiences or are not interested highlights the need for effective communication strategies and more appealing tourism product designs. Enhancing visitor awareness and perceived value will be crucial for increasing engagement and conversion within this market segment.

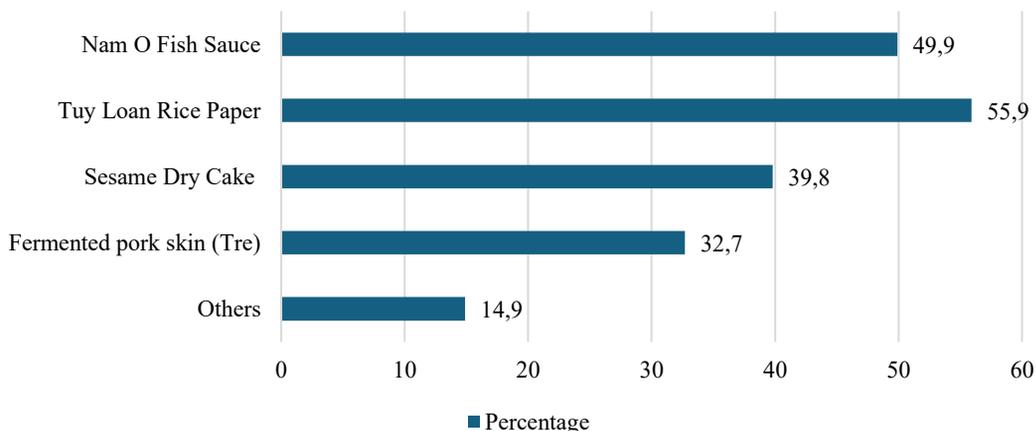


Figure 6. Agricultural specialty products tourists wish to experience in Da Nang. (Source: Author's Survey Results)

As shown in Figure 6, Tuy Loan rice paper is the most desired product for tourists to experience, selected by 55.9% of respondents. This is followed by Nam O fish sauce (49.9%),

sesame dry cake (39.8%), and tre (32.7%). Additionally, 14.9% of tourists expressed interest in other specialty products. These results indicate that Tuy Loan rice paper and Nam O fish sauce hold a dominant position in tourists' awareness and preference, reflecting their strong cultural and traditional significance as well as their appeal. The relatively high level of interest in sesame dry cake and tre also suggests promising potential for product diversification in Da Nang's agritourism offerings.

An interesting observation emerges when comparing tourist awareness (Figure 2) with their preferences for product experiences (Figure 6). While some products like Nam O fish sauce have both high awareness (63.9%) and strong experiential demand (49.9%), Tuy Loan Rice Paper stands out with relatively low awareness (27.9%) but the highest desire for experience (55.9%).

This gap suggests significant potential to boost Tuy Loan Rice Paper's popularity through increased promotion and experiential activities. It also highlights that raising awareness alone is not enough; offering authentic, engaging experiences is key to attracting tourists. Understanding this relationship helps guide effective marketing and product development strategies for Da Nang's agri-tourism.

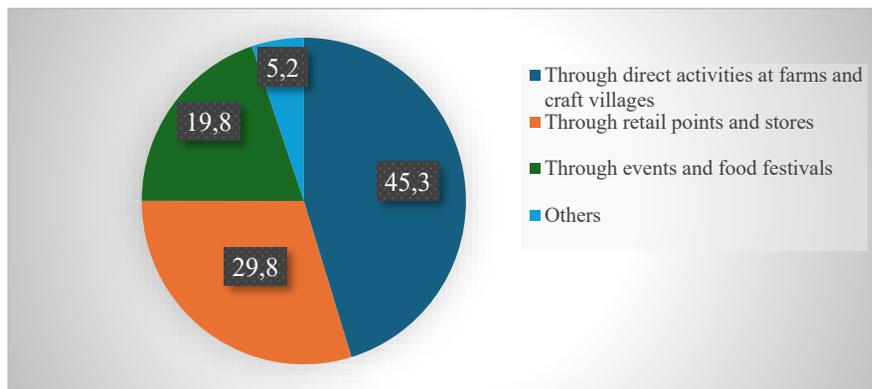


Figure 7. Preferred forms of experiencing agricultural specialties (Source: Author's survey results)

Survey data in Figure 7 reveal that 45.3% of tourists prefer direct experiences at farms and craft villages, indicating a strong desire to engage with production processes and local life. Meanwhile, 29.8% prefer accessing products through retail outlets and shops, reflecting an interest in convenient and consumer-oriented access. Another 19.8% of respondents favor experiences through culinary festivals and food-related events, pointing to the cultural value placed on communal celebrations. A smaller proportion (5%) selected other experience forms. These findings highlight that on-site, hands-on experiences are the most valued by tourists. This suggests that developing guided tours, hands-on workshops in traditional crafts, and on-location cooking activities would closely align with tourist expectations. At the same time, integrating culinary events and specialty retail systems would help diversify access channels and maximize market reach.

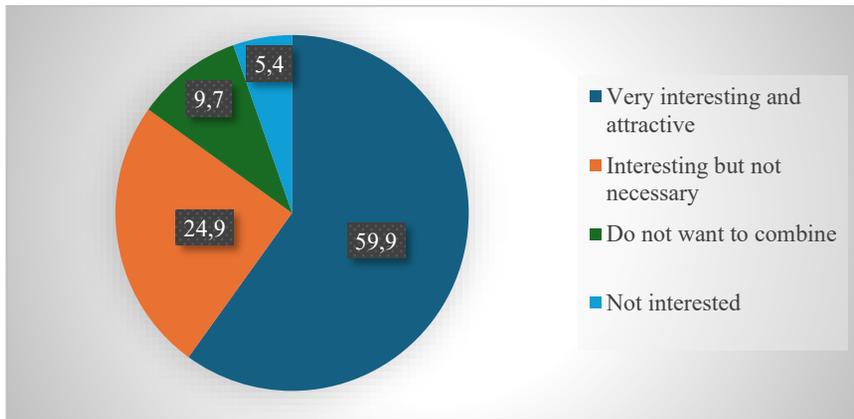


Figure 8. Tourist perception of combining agricultural specialty experiences with other tourism activities. Source: Author’s survey results

Figure 8 shows that 59.9% of tourists consider combining agricultural specialty experiences with other tourism activities to be very enjoyable and appealing, indicating strong demand for integrating local food and product experiences into broader travel itineraries. About 24.9% find the combination interesting but not essential, suggesting moderate engagement. A smaller segment (9.7%) prefers not to combine these experiences, while only 5.4% express no interest at all. These results reflect a positive trend toward integrated cultural and culinary tourism, suggesting that agritourism should be developed as part of comprehensive travel packages to enhance the overall visitor experience.

Table 2. Tourist suggestions for improving agricultural specialty products in Da Nang. (Source: Author’s survey results)

Improvement Area	Number of Respondents	Percentage (%)
Enhance hygiene and food safety control	89	25.5
Improve packaging and preservation	101	28.9
Preserve traditional recipes and original flavors	59	16.9
Diversify products and introduce new flavors	23	6.6

The results in Table 2 show that improving packaging and preservation is the most suggested area for enhancement, accounting for 28.9% of responses. This highlights tourists' expectations for products that are more aesthetically appealing, convenient, and durable for storage and transport. Food hygiene and safety also received significant attention (25.5%), indicating that tourists place a high priority on product quality and health standards. A notable portion (16.9%) wished to maintain the traditional recipes and taste, affirming the cultural value of authenticity. Meanwhile, diversification and new flavor development was suggested by only 6.6%, showing that innovation is welcomed but not the primary concern.

Table 3. Tourist suggestions for promoting agricultural specialty products in Da Nang.
(Source: Author’s survey results)

Promotional Strategy	Number of Respondents	Percentage (%)
Social media promotion and video reviews	129	37.0
Integration into tour itineraries (via travel agencies)	23	6.6
Collaboration with travel KOLs/Influencers	42	12.0
Organizing local events and specialty product fairs	67	19.2

4.4. Discussion

The research findings indicate that Da Nang holds significant potential for agritourism development, thanks to its rich natural resources, favorable climate, and diverse ecosystems. In particular, Hoa Vang district - with its vast agricultural lands and well-preserved forest ecosystems - offers ideal conditions for tourism activities that blend farming with nature conservation. This creates opportunities for Da Nang to develop distinctive agritourism products that showcase its unique ecological and cultural identity.

The study also underscores the important role of local specialty products—such as Nam O fish sauce, Tuy Loan rice paper, sesame dry cake and tre - in enriching the tourist experience. These products are not only culturally and historically valuable but also highly appreciated by visitors for their quality and uniqueness.

Analysis of tourist behavior and preferences reveals that a large proportion of visitors are interested in, and willing to participate in, experiences involving these agricultural specialties. The most popular activities include tasting local dishes, visiting traditional craft villages, and engaging directly in the production process. Moreover, the relatively high willingness to pay for these experiences indicates that commercializing agritourism is feasible, provided that services are well-designed and managed.

Tourists also highly appreciate the integration of agricultural specialty experiences with other tourism activities. This indicates strong potential for agritourism to be incorporated into wider travel itineraries, enriching and diversifying Da Nang’s overall tourism offerings. Hands-on, on-site visits to farms and craft villages remain the preferred way for visitors to engage authentically with local culture and products.

A particularly striking insight from the study is the gap between tourists’ awareness and their desire to experience Tuy Loan Rice Paper. Although awareness levels are relatively low, this product ranks highest in terms of tourist interest for direct experience. This suggests that with more effective promotion and immersive opportunities, Tuy Loan Rice Paper could become a flagship attraction with considerable growth potential.

5. CONCLUSION

This study confirms that Da Nang possesses strong potential for developing agritourism in combination with local specialty products. Key enabling factors include the city’s diverse natural resources, favorable climate, rich cultural products, and high tourist demand for authentic experiences. These form a solid foundation for building a sustainable agritourism model. However, to ensure effective and long-term development, the study proposes several recommendations:

First, it is essential to diversify tourism products and experience formats, such as designing themed agritourism tours that allow tourists to engage in production activities, enjoy

specialty dishes on-site, and explore traditional craft villages. Personalized experiences should be prioritized to meet the preferences of both domestic and international visitors.

Second, the quality of local specialty products should be improved through better packaging and preservation methods, enhancing convenience and appeal for tourists. Ensuring food hygiene and safety is critical to building trust and perceived value. At the same time, preserving traditional recipes and flavors should be a priority to safeguard long-term cultural heritage.

Third, promotion and marketing efforts should be strengthened through social media platforms, video reviews, and partnerships with travel influencers/KOLs to increase product visibility. Additionally, regularly organized local food festivals and agricultural fairs will offer opportunities for direct promotion and deeper engagement with visitors.

Fourth, local specialties should be integrated into broader tourism packages, including ecotourism, community-based tourism, and educational tourism. This integration can increase tourist satisfaction, extend stay duration, and encourage on-site product consumption, helping to build a unique and welcoming destination image.

Finally, it is vital to encourage active community participation by providing training in tourism services, product promotion, and quality management. Involving local residents directly will ensure the economic, cultural, and environmental sustainability of agritourism development in Da Nang.

This study is geographically focused on Da Nang city, particularly Hoa Vang district, which may limit the generalizability of the findings to other regions. Additionally, the use of online survey tools and the predominance of domestic tourists in the sample may introduce sampling biases. The analysis primarily provides descriptive statistics, and future research could apply more advanced modeling techniques to deepen insights.

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TÓM TẮT

PHÁT TRIỂN DU LỊCH NÔNG NGHIỆP VÀ SẢN PHẨM ĐẶC SẢN ĐỊA PHƯƠNG TẠI ĐÀ NẴNG: TIỀM NĂNG VÀ ĐỊNH HƯỚNG PHÁT TRIỂN BỀN VỮNG

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Trường Đại học Kiến trúc Đà Nẵng

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Xu hướng du lịch nông nghiệp, đặc biệt gắn với các sản phẩm đặc sản địa phương, ngày càng trở nên phổ biến khi du khách hiện đại không chỉ tìm kiếm những điểm đến truyền thống mà còn mong muốn được trải nghiệm gần gũi hơn với thiên nhiên và văn hóa bản địa. Du lịch nông nghiệp mang đến cơ hội cho du khách khám phá các vùng nông thôn và tìm hiểu về quá trình sản xuất, chế biến và tiêu thụ những sản phẩm nông nghiệp đặc trưng tại địa phương. Nghiên cứu này nhằm đánh giá tiềm năng của các sản phẩm nông nghiệp đặc sản tại Đà Nẵng thông qua khảo sát du khách, với 349 phiếu trả lời hợp lệ được phân tích nhằm xác định nhu cầu và thị hiếu của họ đối với những sản phẩm này. Kết quả nghiên cứu sẽ cung cấp cái nhìn toàn diện về du lịch nông nghiệp gắn với đặc sản địa phương, từ đó đề xuất các giải pháp phát triển bền vững cho du lịch nông nghiệp tại Đà Nẵng, góp phần nâng cao giá trị kinh tế và bảo vệ môi trường.

Từ khóa: Du lịch nông nghiệp, đặc sản địa phương, du lịch bền vững, tiềm năng du lịch, phát triển cộng đồng.