

AGRICULTURAL TOURISM DEVELOPMENT SOLUTIONS: A CASE STUDY OF BEN TRE PROVINCE

Nguyen Thi Thu Hoa^{1*}, Le Thi Tu Mi¹

¹Faculty of Tourism and Hospitality Management, HUTECH University, Vietnam

*Corresponding author: Email: ntt.hoa@hutech.edu.vn

Received: December 09, 2025 *Accepted:* January 09, 2026 *Published:* March 25, 2026

DOI: 10.52932/jfmr.v4i2enc.1179

Appendix 1. Research sample characteristics

Content	Classification	Quantity	Percentage (%)
Nationality	Domestic tourists	98	64.1
	International tourists	55	35.9
Age	18-30 years	67	43.8
	31-45 years	52	34.0
	46-60 years	28	18.3
	Over 60 years	6	3.9
Purpose	Recreation/leisure	89	58.2
	Cultural experience	42	27.5
	Business/Study	22	14.4