Hue University Journal of Science: Economics and Development
pISSN 2588-1205;eISSN 2615-9716
Vol. 134, No. 5S, 2025, pp. 121–139, DOI: 10.26459/hueunijed.v134i5S.7719

FACTORS INFLUENCING RESIDENTS' PARTICIPATION IN AGRITOURISM DEVELOPMENT: INSIGHT OF CAN THO CITY, VIETNAM

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(*Submitted: January 15, 2025; Accepted: May 20, 2025*)

Abstract. This study enhances theoretical understanding by developing an integrated analytical framework that examines the impact of physical capital, human capital, social capital, and government policies on perceived benefits and residents' participation in agritourism. To validate the research model, a survey was conducted, and Partial Least Squares Structural Equation Modeling (PLS-SEM) was applied to analyze 163 observations. The findings reveal that residents' perceptions of agritourism benefits significantly and positively influence their participation in tourism development activities. Furthermore, physical capital, human capital, social capital, and government support policies positively affect these perceptions, with government policies being the most influential. Based on these results, the study highlights the need to enhance residents' capabilities, promote local collaboration, and implement effective policies to foster participation and sustainable tourism development.

Keywords*:* factors, residents' participation, agritourism, Thot Not, Vinh Thanh

1 Introduction

Agritourism acts as a catalyst for job creation, benefiting household members and contributing to economic and social development [1–3]. It also plays a crucial role in preserving rural traditions and cultural heritage [4, 5] and promotes awareness of sustainable agricultural practices [6, 7]. The active participation of local residents is essential for sustainable agritourism, as they provide critical services such as accommodation, catering, and tour guiding, while also serving as guardians of cultural values [4, 8]. Their engagement offers authentic experiences that enhance regional appeal [9] and ensures long-term sustainability, benefiting both the local population and the environment [10–12].

Despite growing scholarly interest, research on the internal factors influencing residents' engagement in agritourism is limited. Specifically, the roles of physical capital [13, 14], human capital [15, 16], social capital [17, 18], government policies [19, 20], and perceived benefits [21–23]

remain underexplored [24, 25]. Understanding these factors is crucial for developing agritourism that aligns with local contexts and values.

In Can Tho city, a cultural and economic hub of the Mekong Delta, agritourism is a key development strategy. Local participation in agritourism significantly contributes to preserving cultural values and providing stable income [26]. The Thot Not and Vinh Thanh districts, characterized by rich agricultural resources and cultural heritage, have substantial agritourism potential. However, local participation remains limited compared to other districts like Phong Dien and Binh Thuy. Given these theoretical and practical considerations, examining the factors influencing local community participation in agritourism in Thot Not and Vinh Thanh is essential. Such research could yield valuable insights and inform policy recommendations to enhance local engagement, create employment opportunities, and support sustainable tourism development.

2 Theoretical background and model development

2.1 Theoretical background

Agritourism

Agritourism is defined as a range of tourism activities linked to agricultural settings, typically conducted on farms or in rural areas for recreational, educational, or leisure purposes [27, 28]. These activities include farm visits, harvest festivals, direct purchasing of agricultural products, and participation in agricultural practices for entertainment or education [28]. Agritourism encompasses guided tours, demonstrations of production processes, and the use of agricultural, natural, and cultural resources [29]. It serves as a strategic approach to reduce farmers' dependency on climatic conditions and mitigate market volatility [30, 31]. Additionally, agritourism enhances the value of agricultural enterprises and benefits rural communities by providing supplementary income, diversifying revenue streams, ensuring year-round cash flow, and supporting the preservation of traditional practices and lifestyles [2, 3]. Furthermore, it fosters agricultural entrepreneurship by encouraging the development of related start-ups [12].

Residents' participation in tourism

[32] defines a community as individuals residing and working in the same geographical area who share common cultural or social interests. In this study, "residents' participation" is preferred to highlight the geographical specificity of the local population. Residents' participation refers to the direct involvement of local individuals in project proposal formulation, implementation planning, and active engagement throughout the tourism development process [33]. This participation includes planning, management, and benefits realization from tourism, whether

through entrepreneurship or employment [34]. Such engagement is crucial for sustainable tourism and conservation efforts [35–37]. Research indicates that local participation positively affects tourism development and heritage preservation [4, 8], emphasizing the need for awareness of heritage values and governmental support. Decision-making participation allows residents to influence planning and management processes, ensuring they benefit from tourism through investments and job opportunities [34]. Social participation further engages residents in socio-cultural activities to enhance tourism quality [38].

Several studies on agritourism in Vietnam highlight its potential and developmental pathways in regions such as An Giang [39], Thach That [40], Bao Lạc [41], and Ha Giang [42]. These studies reveal significant potential for agritourism to impact local livelihoods but also identify challenges like land use policies, limited tourism diversity, insufficient connections with travel agencies, and inadequate infrastructure [40]. [43] found six critical factors influencing agritourism development in Phong Dien district, Can Tho city: safety and security, pricing, agritourism resources, technical infrastructure, labor supply, and overall infrastructure. Successful agritourism requires farmers to invest in resources and collaborate with stakeholders. Given its intrinsic link to agricultural production, agritourism integrates well into the rural ecosystem provided by farming households [44]. Overall, research on local residents' participation in Vietnam's agritourism development remains limited.

Underlying theory

Resources-based Theory (RBT)

The Resource-Based Theory [45] posits that local residents' involvement in agritourism development is influenced by the availability of diverse resources, specifically social capital, human capital, and physical capital. “Social capital” refers to the networks of relationships and trust within a community, with research indicating that higher social capital enhances cooperation and participation in community initiatives, including agritourism. “Human capital” encompasses the education, skills, and experience of individuals; residents with higher qualifications and advanced skills are more likely to engage effectively in agritourism activities. “Physical capital” includes tangible assets such as land, equipment, and infrastructure; residents with adequate physical capital are better positioned to participate in and promote agritourism initiatives. Moreover, these types of capital can complement and reinforce one another, facilitating resource mobilization and fostering participation opportunities in tourism development.

Stimulus-Organism-Response (SOR) Theory

The Stimulus-Organism-Response (S-O-R) theory, initially introduced by [46] and refined by [47], serves as a significant framework in psychological research. [48] further enhanced the theory by

integrating the organismic component, suggesting that external stimuli (Stimuli, S) influence individuals' cognitive and affective states (Organism, O), leading to behavioral responses (Response, R). In tourism research, the S-O-R framework has effectively elucidated various tourist behaviors, such as intentions to visit destinations in virtual reality [49], travel intentions [50], and revisit intentions [51]. However, its application to resident behaviors in tourism contexts remains limited, with few studies addressing residents' pro-environmental behaviors and support for tourism initiatives [52, 53].

2.2 Development of research hypotheses

The proposed research model emphasizes perceived benefits as a crucial mediating factor influencing community participation in agritourism development. The model is structured around core aspects of community development and agritourism theory, ensuring feasibility and practicality.

The relationship between perceived benefits and participation of local residents in agritourism development (H1)

Perceived benefits enhance community involvement in tourism development; when individuals recognize tangible advantages from their participation, they are more likely to commit to tourism activities, contributing to project success [54]. Studies by [21–23] reveal that clear perceptions of personal benefits lead to increased resident engagement in agritourism initiatives.

Hypothesis H1: Perceived benefits positively influence (+) the participation of local residents in agritourism development in Thot Not district.

The relationship between physical capital and perceived benefits (H2)

Physical capital, including land, equipment, and infrastructure, also plays a significant role in encouraging community participation [45]. Improved physical facilities create favorable conditions for business operations and profit-making [13, 14]. Residents who perceive potential profits from tourism infrastructure are more likely to engage in related projects, as these opportunities can enhance their income and quality of life. Furthermore, improved tourism infrastructure fosters community pride and strengthens local bonds.

Hypothesis H2: Physical capital positively influences (+) perceived benefits when participating in agritourism development in Thot Not district.

The relationship between human capital and perceived benefits (H3)

Human capital encompasses the education, skills, and experiences of individuals [45]. [15] established a scale to evaluate human capital, identifying three key dimensions: leadership and motivation, qualifications, and satisfaction and creativity. [16] emphasizes the role of human

capital in livelihood development within tourism, noting that residents' skills and education enable them to leverage tourism opportunities and improve service delivery.

Hypothesis H3: Human capital positively influences (+) perceived benefits when participating in agritourism development in Thot Not district.

The relationship between social capital and perceived benefits (H4)

Social capital refers to the "connections among individuals," including social networks and the norms of reciprocity and trust that arise from these connections. It significantly influences tourism development [45]. Strong community support and relationships enhance individual motivation to engage in tourism activities [10]. [17, 18] found that social capital positively affects community resilience, fostering participation in tourism and development initiatives.

Hypothesis H4: Social capital positively influences (+) perceived benefits when participating in agritourism development in Thot Not district.

The relationship between government policies and perceived benefits (H5)

Research by [55] and [56] indicates that community involvement in tourism is shaped by perceptions of benefits from development policies. Government initiatives, such as investment incentives and training programs, are critical in this context. [19] highlights the interconnectedness of tourism growth, supportive government policies, and environmental preservation. This research underscores the significance of policy and tourism resources—environmental, socioeconomic, and cultural—in enhancing tourism competitiveness. [20] note that many regional economic communities (RECs) have streamlined structures, strengthened by effective regional tourism policies, which enhance their global competitiveness.

Hypothesis H5: Government policies positively influence (+) perceived benefits when participating in agritourism development in Thot Not district.

According to RBT Theory, these forms of capital—social, human, and physical—are essential for empowering communities to optimize their engagement in tourism development. This study employs the S-O-R theory to explore how local residents engage in agritourism activities. In this context, "Stimulus" encompasses factors such as physical, human, and social capital, along with government policies. The "Organism" represents the perceived benefits of agritourism, while the "Response" refers to the level of participation of local residents in agritourism development.

2.3 Conceptual model

Based on the research hypotheses, the conceptual model illustrates the relationships between resource factors, perceived benefits, and residents' participation (Figure 1) below:

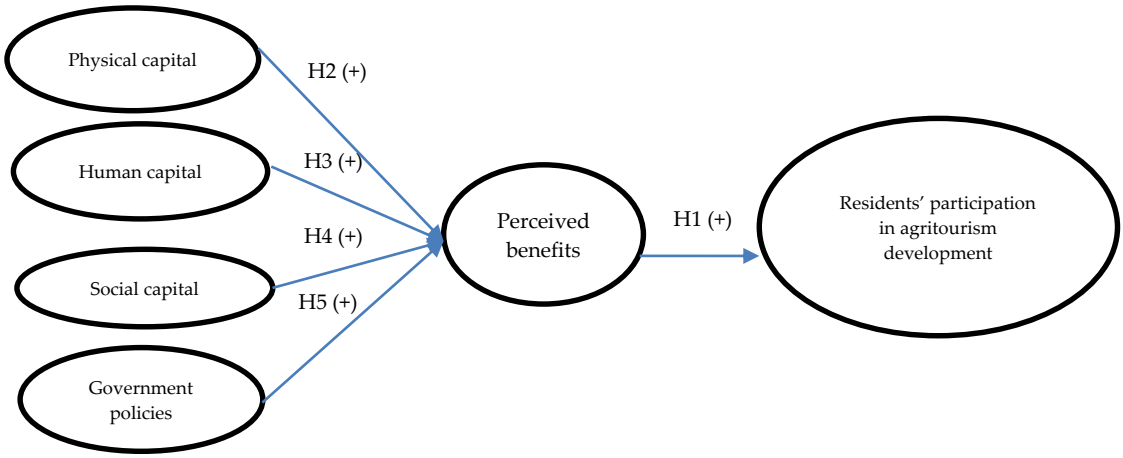

Figure 1. Proposed research model

Source: Own elaboration, 2025

3 Research methods

3.1 Scale of the study

The measurement scales for the proposed constructs were initially developed from established measures identified in the literature and subsequently modified to suit the local research context. This adaptation was informed by discussions with seven local tourism experts and representatives from 20 households engaged in agritourism in the Thot Not and Vinh Thanh districts. Specifically, three items measuring government policies were derived from the works of [19, 20]. Four items related to physical capital were adapted from [13, 14]. Three items on human capital were based on [15, 16]. The scale for social capital included three items adapted from [17, 18]. Additionally, the perceived benefits of agritourism were measured using three items modified from [21, 22, 23]. Measures of residents' participation in agritourism were adapted from [24, 25]. A five-point Likert scale, ranging from 1 (strongly disagree) to 5 (strongly agree), was employed to assess the proposed constructs. An overview of all measurement items included in the survey questionnaire is presented in Table 1.

Table 1. Measurement variables of survey scales (adjusted)

Encoding	Variables	Source
	Perceived benefits	
PB1	Agritourism serves as a reliable source of income for my family.	
PB2	Agritourism plays a significant role in the preservation and enhancement of cultural identity.	[21–23]
PB3	Agritourism generates motivation to safeguard and sustain natural resources.	

Encoding	Variables	Source
PB4	Agritourism positively impacts the quality of life for both my family and the local community.	
	Physical capital	
PC5	Convenient transportation contributes to attracting tourists to agritourism destinations.	
PC6	Local accommodation and services are sufficiently good to serve tourists.	[13, 14]
PC7	Agricultural equipment is effectively used in experiential tourism activities.	
PC8	Stable electricity, water, and internet system create favorable conditions for agritourism.	
	Human capital	
HC9	I have been trained in the skills and attitudes necessary for serving tourists.	
HC10	I have acquired knowledge in the area of agritourism.	[15, 16]
HC11	I have substantial experience in agritourism activities.	
	Social capital	
SC12	Our collaboration within the community is productive.	
SC13	I regularly participate in community activities.	[17, 18]
SC14	I foster positive relationships with local businesses and organizations.	
	Government policies	
GP15	Financial policies support investments in agritourism.	
GP16	Tourism resource preservation-related policies enhance agritourism growth.	[19, 20]
GP17	Lean institutional structures facilitate agritourism development.	
	Residents' participation	
RP18	I directly participate in local agritourism activities.	
RP19	I actively contribute ideas to enhance the quality of agritourism activities.	[24, 25]
RP20	I closely collaborate with the government and organizations to develop agricultural tourism.	

Source: Compiled by the authors, 2025

3.2 Data collection and analysis methods

Data collection

Data collection was conducted in the Thot Not and Vinh Thanh districts of Can Tho city, Vietnam, over a two-month period from February to March 2025. The target population consisted of local residents engaged in various agritourism activities, including farm tours, traditional craft village guidance, homestay services, local cuisine, traditional music performances, and fruit-picking experiences. Residents were selected using convenience sampling based on their willingness to participate, with efforts to ensure the sample represented the diversity of households involved in agritourism. A total of 170 completed questionnaires were collected, of which 163 were validated after data screening—103 from Thot Not district and 60 from Vinh Thanh district. This sample

size exceeded the minimum requirement of 155, as determined by the inverse square root method with a path coefficient of 0.11–0.2 and a 5% significance level, as recommended by [57].

Data analysis

The Partial Least Squares Structural Equation Modeling (PLS-SEM) method was chosen for testing the proposed research hypotheses for two primary reasons. First, it effectively investigates correlations among multiple constructs [57] within the newly developed model. Second, PLS-SEM is particularly advantageous for studies with small sample sizes [57], such as this one (n=163).

The measurement model was evaluated using three criteria: Composite Reliability (CR), Average Variance Extracted (AVE), and the Heterotrait-Monotrait Ratio of Correlations (HTMT). CR assesses scale reliability, with values above 0.7 in dicating reliability [57]. AVE measures scale validity, requiring a minimum value of 0.5 for adequate convergent validity [57]. Discriminant validity was evaluated using the HTMT matrix, where values below 0.90 indicate satisfactory discriminant validity [58]. For the structural model analysis, key evaluation criteria included the significance of path coefficients (β) to assess relationships between constructs, the coefficient of determination (R^2), and the Q^2_predict to evaluate the model's explanatory power and predictive relevance [57].

4 Results and Discussion

4.1 Summary of sample

The authors collected and analyzed a sample consisting of 163 individuals with the following characteristics: (1) Gender: 57.67% female and 42.33% male; (2) Age: Predominantly between 35 and 45 years old (41.72%), followed by those aged 25 to 35 years (26.99%); (3) Educational level: The majority graduated from high school (44.18%), followed by those with education below high school (26.99%); and (4) Farming experience: Most participants had 5 to 10 years (32.52%) and 10 to 15 years (31.9%) of experience (Table 2).

Table 2. Profile of the survey participants

Characteristics	Classification	Frequency	Percentage (%)
Gender	Female	94	57.67
	Male	69	42.33
Age group	Under 25 years old	14	8.59
	From 25 to 35	44	26.99
	From 35 to 45	68	41.72
	From 45 to 55	32	19.63

Characteristics	Classification	Frequency	Percentage (%)
Highest educational level	Over 55 years old	5	3.07
	Below high school	44	26.99
	High school graduate	72	44.18
	Vocational/College	29	17.79
	University	14	8.59
	Postgraduate	4	2.45
Farming experience	Less than 3 years	14	8.59
	From 3 to 5 years	29	17.79
	From 5 to 10 years	53	32.52
	From 10 to 15 years	52	31.9
	Over 15 years	15	9.2
Total		**163**	**100**

Source: Authors' data analysis, 2025

4.2 Evaluation of measurement model

All measurement scales for the proposed constructs were integrated into a comprehensive model and assessed for reliability and validity. The results show satisfactory reliability, with Composite Reliability (CR) values ranging from 0.722 to 0.888, exceeding the threshold of 0.70 [57]. Additionally, the outer loadings of all observed indicators are above 0.70, confirming their adequacy in representing the latent constructs. The Average Variance Extracted (AVE) values for all constructs also exceed the minimum criterion of 0.50, ranging from 0.641 to 0.748, thus supporting convergent validity. Regarding discriminant validity, Table 3 indicates that all Heterotrait-Monotrait (HTMT) ratio values are below the recommended threshold of 0.90, suggesting that the proposed constructs exhibit satisfactory discriminant validity.

Table 3. Heterotrait-Monotrait Ratio of Correlations (HTMT) (Fornell – Larcker criterion)

Factor	GP	HC	PB	PC	RP	SC
GP	0.828					
HC	0.097	0.833				
PB	0.563	0.380	0.865			
PC	0.061	0.138	0.366	0.836		
RP	0.392	0.292	0.672	0.155	0.801	
SC	0.096	-0.045	0.381	0.005	0.215	0.856

Source: Authors' data analysis, 2025

4.3 Evaluation of structural model and relationship testing

The structural model was assessed for collinearity issues by examining the inner Variance Inflation Factor (VIF) values. As shown in Table 4, VIF values ranged from 1.015 to 1.309, well below the accepted threshold of 3.00, indicating no concerns regarding multicollinearity among the exogenous constructs. The hypothesized relationships among the four constructs were then evaluated using bootstrapping with 5,000 resamples. Table 4 shows that all three path coefficients had p-values below 0.05 and standardized coefficients greater than zero, indicating statistically significant positive relationships. The corresponding t-values exceeded the critical threshold of 1.96, further confirming the significance of the hypothesized paths.

Specifically, the results indicate that physical capital ($\beta = 0.292$, $t = 6.687$, $p < 0.05$), human capital ($\beta = 0.309$, $t = 7.047$, $p < 0.05$), social capital ($\beta = 0.347$, $t = 6.971$, $p < 0.05$), and government Policies ($\beta = 0.482$, $t = 10.380$, $p < 0.05$) each significantly influence residents' perceived benefits of agritourism, thus supporting hypotheses H2, H3, H4, and H5. Additionally, perceived benefits of agritourism significantly positively affected residents' participation ($\beta = 0.672$, $t = 13.332$, $p < 0.05$), confirming hypothesis H1.

The explanatory power of the structural model was assessed using the coefficient of determination (R^2), following the guidelines of [57]. As shown in Figure 2, the R^2 values for perceived benefits (PB) and residents' participation (RP) are 0.619 and 0.449, respectively. This value indicates that the model explains 61.9% of the variance in PB and 44.9% in RP, reflecting a moderate level of explanatory power and supporting the model's adequacy in capturing the variance of the endogenous constructs.

Table 4. Hypothesis testing

Hypothesis	Relationship	Std. path coefficient	t-value	p-value	Inner VIF	Conclusion
H1	PB → RP	0.672	13.332	0.000	1.000	Supported
H2	PC → PB	0.292	6.687	0.000	1.022	Supported
H3	HC → PB	0.309	7.047	0.000	1.031	Supported
H4	SC → PB	0.347	6.971	0.000	1.012	Supported
H5	GP → PB	0.482	10.380	0.000	1.022	Supported

Source: Authors' data analysis, 2025

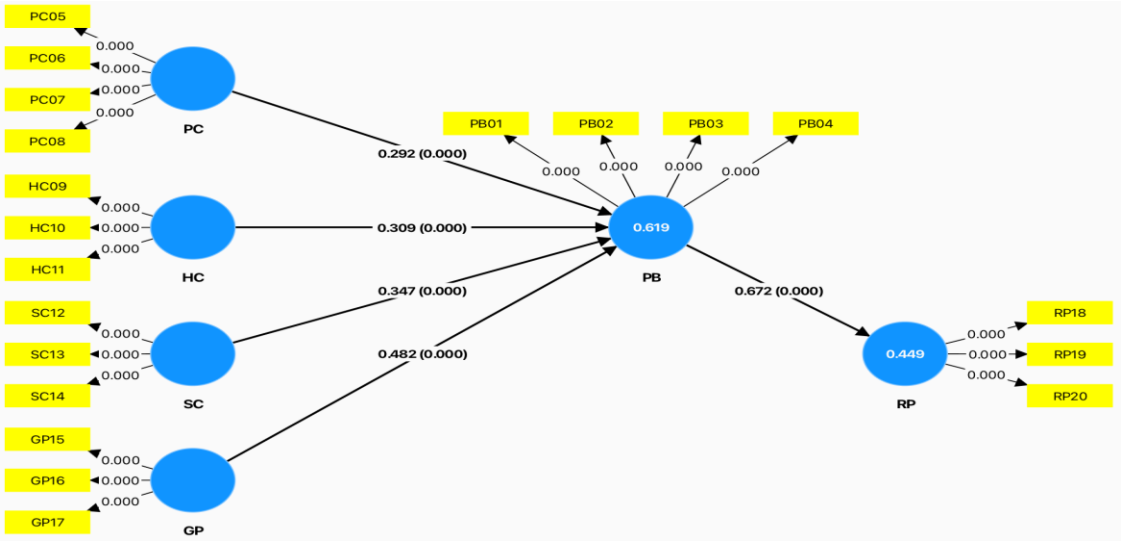

Figure 2. Model of determinants of residents' participation in agritourism

Source: authors' data analysis, 2025

Regarding predictive capability, Table 5 shows that all observed variables for "residents' participation" and "perceived benefits of agritourism" have Q^2_predict values greater than 0, indicating significant predictive power. Additionally, the root mean square error (RMSE) values from the PLS-SEM analysis are lower than those from the linear regression model across all seven measurement variables, demonstrating that the PLS-SEM method effectively reduces prediction error. Overall, these findings suggest that the model possesses robust predictive capability, consistent with the recommendations of [57].

Table 5. Predictive power of the model

Items	Q^2predict	RMSE	
		PLS-SEM	Linear model
PB01	0.431	0.677	0.697
PB02	0.400	0.671	0.706
PB03	0.465	0.634	0.660
PB04	0.495	0.585	0.610
RP18	0.189	0.868	0.876
RP19	0.137	0.873	0.911
RP20	0.123	0.794	0.835

Source: Authors' data analysis, 2025

Analysis of the mediating variable of Perceived benefits

The analysis reveals that the total effect of the relationships through the mediating variable Perceived benefits (PB) is 2.102 (Table 6). This value is derived by summing the direct effect (β = 0.672) and the indirect effects from other independent variables, including physical capital (PC), human capital (HC), social capital (SC), and government policies (GP). This effect is classified as "partial mediation," as both the direct and indirect effects are statistically significant (p-value = 0.000). This finding emphasizes the critical role of perceived benefits (PB) in connecting the independent variables to residents' participation in agritourism development (RP).

4.3 Discussion

The structural model testing results indicate that all proposed hypotheses were accepted with high statistical significance ($p < 0.001$), confirming the fit and reliability of the theoretical model. Specifically, residents' perception of agritourism benefits (Perceived Benefits – PB) significantly influences their participation in agritourism activities (Residents' Participation – RP), with a path coefficient of $\beta = 0.672$ and a t-value of 13.332. This finding suggests that when residents recognize the practical advantages of agritourism—such as increased income and improved quality of life—they are more likely to engage in related activities. This aligns with prior research on the positive effects of perceived benefits [22, 23] and personal benefits [21] on tourism participation.

Additionally, factors influencing perceived benefits showed positive relationships, with government policies (Government Policies – GP) having the strongest impact (β = 0.482, t = 10.380). This underscores the importance of financial support, tourism preservation policies, and streamlined institutional structures in shaping community perceptions, consistent with findings by [19, 20].

Table 6. Results of mediating effect analysis

Hypothesis	Relationship	Direct Effect		Indirect effect		Total effect		Type of effect	Result
		β	P-value	*β*	P-value	*β*	P-value		
H2	PC → PB → RP	0.672	0.000	0.292	0.000	2.102	0.000	Partial mediation	Accepted
H3	HC → PB → RP			0.309	0.000				
H4	SC → PB → RP			0.347	0.000				
H5	GP → PB → RP			0.482	0.000				

Source: Authors' data analysis, 2025

Social capital (SC) also emerged as significant (β = 0.347), highlighting the role of community cohesion and cooperation in enhancing awareness of agritourism benefits, supporting previous research by [17, 18, 45].

Human capital (HC) positively affected perceived benefits and participation (β = 0.309), indicating that residents with relevant knowledge and skills are more likely to recognize agritourism benefits, in line with findings from [15, 16, 45].

Finally, physical capital (PC) positively influenced perceived benefits (β = 0.292), suggesting that favorable infrastructure enhances residents' recognition of agritourism benefits, consistent with studies by [13, 14, 45].

The findings indicate that physical capital, human capital, social capital, and government initiatives (Stimulus) positively influence residents' perceived benefits of agritourism (Organism). This perception subsequently drives their participation in agritourism (Response). The study provides empirical evidence supporting the validity of applying the Resource-Based Theory (RBT) and the Stimulus-Organism-Response (SOR) framework within this research context. Furthermore, this study highlights significant policy implications. Promoting community participation in agritourism development should focus on raising awareness of related benefits through coordinated solutions that address infrastructure and technical improvements, human resource development, community and social connectivity, and, importantly, the active support of government through clear and consistent policies tailored to local conditions.

4.4 Implications

Based on the research findings, several key management and policy implications can be identified:

Enhancing government support for agritourism development: Strengthening financial support policies for local residents, including access to low-interest loans, is essential. Local authorities should increase training sessions to improve knowledge about agritourism and resource protection. Additionally, prioritizing waste management as tourist numbers rise is critical for environmental sustainability. Streamlining administrative procedures and providing access to social policies will promote local participation and foster community trust. A transparent and stable policy framework is vital for sustainability.

Developing technical infrastructure: Investment in upgrading facilities, especially transportation, is pressing. Improvements to clean water supply, telecommunications, accommodation, food services, and agricultural experience equipment are necessary to enhance service quality and positive perceptions among residents.

Enhancing capacity and knowledge for local residents*:* As primary participants in agricultural activities, local residents should receive training to develop their knowledge, skills, and customer service attitudes. Professional training will cultivate a skilled workforce, leading to attractive products that enhance customer experiences.

Promoting connectivity and social capital: Encouraging the formation of community tourism groups, agritourism cooperatives, and experience-sharing forums will enhance regional cooperation and awareness of tourism benefits. Strengthening relationships between tourism product suppliers and local communities is essential, ensuring suppliers understand the capabilities of households involved in tourism.

Raising awareness among local residents: Implementing community education and communication campaigns that highlight the benefits of agritourism for local economies and cultural-ecological preservation will promote sustainable shifts in perceptions. Ensuring that income from tourism activities benefits residents will encourage greater household participation.

5 Conclusions

In general, the analysis results provide empirical evidence for the proposed theoretical model and confirm the suitability of using the Resource-Based Theory (RBT), which includes physical capital (PC), human capital (HC), and social capital (SC), alongside the Stimulus-Organism-Response (SOR) framework in the context of Can Tho city. Additionally, the study enriches the local context and deepens the understanding of the role of local residents in agritourism development. Importantly, the findings underscore the significance of enhancing perceived benefits as a mediating factor to promote sustainable participation among residents.

Limitations of the study: This research focused on the Thot Not and Vinh Thanh districts of Can Tho city, which may not fully represent other agricultural regions. Data collection relied on surveys and residents' subjective perceptions, potentially introducing biases or inaccuracies. Moreover, the study primarily addressed internal factors affecting residents while offering limited analysis of market dynamics and external tourism trends, both of which significantly impact participation.

Future research directions: Future studies should expand the survey to include diverse regions for comparative analysis and to validate influencing factors. Incorporating qualitative data through in-depth interviews would help clarify motivations and barriers to community participation. Additionally, assessing the long-term impacts of agritourism on local economic, social, and environmental development is vital for future research.

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