

## **FACTORS AFFECTING AGRITOURISM DEVELOPMENT IN THOT NOT DISTRICT, CAN THO CITY, VIETNAM**

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**Abstract.** *Agritourism has emerged as a valuable opportunity for local residents to actively engage in tourism activities, leading to personal growth, knowledge enrichment, and an improved quality of life. Thot Not District, located in Can Tho City, possesses immense potential for agricultural tourism development such as abundant fruit orchards, expansive rice fields, thriving aquatic resources, a pristine environment, and serene landscapes. The research method used includes collecting secondary data, field surveys and conducting interviews with 120 domestic tourists who visited and experienced agricultural tourism in Thot Not district. Exploratory factor analysis and linear regression analysis were used in this study. The research findings indicate that there are five key factors influencing on agritourism development in Thot Not district including: Agritourism resources, infrastructure and technical facilities, tourism service, human resources, and security and safety. Drawing upon these identified factors, the article puts forward various solutions to to enhance the growth of agritourism in this region.*

**Key words:** *Factors, agritourism, Thot Not district, Can Tho.*