

ECONOMIC - SOCIO DEVELOPMENT OF RURAL AREA IN QUANG BINH PROVINCE WITH ENDOGENOUS ORIENTATION

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Summary

Quang Binh has many favorable conditions for economic development in rural areas towards endogenous. However, rural areas in Quang Binh which accounting for over 80% of the province's population, have low income and life condition; The area of agricultural land is becoming narrower and the price of labor and materials are increasing, leading to the increase of cost of agricultural production, slow economic restructuring in rural areas; jobs in non-agricultural have not grown well; not yet fully exploit accordance with its potential and conditions. On that basis, the study reviews experiences on developing rural economic according to OCOP program (One Commune One Product) in other countries and in Vietnam; reality of rural development results in Quang Binh province in recent years; evaluating advantages of locally-sourced products according to OCOP standards; analyze strengths, weaknesses and opportunities in order to propose OCOP product development strategies to develop rural economic, restructuring agriculture and effectively implementing of new rural construction movement.

Keywords: *Rural area of Quang Binh, rural economy, structure of rural economy, locally sourced products.*