

# **POTENTIAL AND ORIENTATIONS FOR DEVELOPING ECOLOGICAL TOURISM IN LUONG TAI DISTRICT, BAC NINH PROVINCE**

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**Summary**

Nowadays, people are not only interested in the production and consumption of products, but also increasingly care about the quality of life. This is a premise and trend to develop many kinds of tourism, especially kinds of ecotourism, agricultural and rural tourism. This opens up opportunities for many localities to move quickly from agricultural economy to service. This article focuses on assessing the potential and proposing some orientations for eco-tourism development of Luong Tai district - a purely agricultural district of Bac Ninh province. The evaluation results show that Luong Tai has a lot of potential for natural landscapes, abundant human resources, there are many agricultural production models that can be associated with the development of experienced tourism, etc. However, to effectively exploit such potentials, it is necessary to synchronize many solutions in the coming time.

**Keywords:** *Ecotourism, agricultural and rural tourism, Luong Tai district.*