

Developing A Conceptual Model and Competency Framework for Entrepreneurial Innovation Ecosystems in Craft Village Tourism: The Case Of Dong Thap Province, Vietnam

Pham, Ngoc Duong*

University of Finance – Marketing, Vietnam
ngocduongx@ufm.edu.vn

Abstract. Dong Thap, a province in the Mekong Delta region of Vietnam, is actively developing its craft village tourism alongside a vibrant startup ecosystem. Despite various policies and programs to foster entrepreneurship, there is a lack of research focusing on the specific needs and capacities of the innovative startup ecosystem in this region. This study aims to address this gap by developing a comprehensive model and competency framework tailored to the unique context of Dong Thap's craft village tourism. The proposed model includes key dimensions such as stakeholder collaboration, resource allocation, innovation capacity, and market access. The competency framework comprises indices for evaluating the ecosystem's effectiveness in supporting entrepreneurial activities. The findings of this study have significant practical implications for enhancing the capabilities of local stakeholders, ultimately contributing to sustainable tourism development and economic growth in Dong Thap province.

Keywords: Startup ecosystem, innovation, creativity, tourism, traditional craft villages, structural equation modeling SEM.

1. Introduction

Entrepreneurship has been a pivotal driver of economic development worldwide, fostering the establishment of new businesses, generating employment, and increasing income levels, which collectively enhance the quality of life (Drucker, 1985; Gorman, Hanlon, & King, 1997). It encompasses the creation of new ventures, products, services, and operational processes, bolstering innovation, competitiveness, and economic growth (Thurik & Wennekers, 2004).

The concept of the entrepreneurial ecosystem emerged in the United States in the late 1950s with the development of Santa Clara Valley. James Moore introduced the term "ecosystem" in a Harvard Business Review article in the 1990s. The Organization for Economic Cooperation and Development (OECD) defines an entrepreneurial ecosystem as "a synthesis of formal and informal connections among entrepreneurial actors, organizations, and related institutions, and the entrepreneurial process directly impacting the local entrepreneurial environment."

Craft village tourism, as described by Pham Quoc Su (2006), is a form of humanistic ecotourism conducted in craft villages that preserve cultural heritage, including historical relics, customs, festivals, and traditional craftsmanship. Visiting these villages offers tourists authentic cultural experiences and deeper insights into Vietnam's heritage.

This study explores the entrepreneurial ecosystem's role in developing craft village tourism in Dong Thap province. This research is crucial because it addresses the intersection of entrepreneurship and tourism, particularly how entrepreneurial activities can drive the sustainable development of craft villages, thereby preserving cultural heritage while fostering economic growth.

Despite existing research, there are gaps in understanding how entrepreneurial ecosystems specifically influence the development of craft village tourism. Previous studies have not fully explored the potential of entrepreneurial ecosystems to enhance the innovation and sustainability of craft villages. This study aims to fill these gaps by examining the entrepreneurial ecosystem's capacity to support innovative entrepreneurship in the context of craft village tourism.

The objectives of this study are threefold:

1. To identify the components and dynamics of the entrepreneurial ecosystem in Dong Thap province.
2. To evaluate the impact of this ecosystem on the development and sustainability of craft village tourism.
3. To propose a research model and hypotheses based on the theoretical foundations of planned behavior, entrepreneurship event theory, and new entrepreneurial activities framework.

By achieving these objectives, this study expects to contribute to both theory and practice. Theoretically, it will enhance understanding of the interplay between entrepreneurial ecosystems and tourism development. Practically, it will provide insights for policymakers and practitioners on fostering entrepreneurial ecosystems to support sustainable tourism development in craft villages.

2. Theoretical Basis

The theoretical basis of the study is the Theory of Planned Behavior (TPB), the theory of The social dimensions of entrepreneurship (EEM), and the framework describing new entrepreneurial activities. The TPB theory is a theory that illustrates the relationship between beliefs and the intention to perform a behavior of an individual, in which beliefs are divided into three types: Beliefs about behavior, normative beliefs, and beliefs about self-determination. This theory was initiated by Ajzen in 1991, aiming to improve the predictive ability of the Theory of Reasoned Action (TRA) by supplementing the model with factors related to the perception of behavioral control, providing many advantages in predicting and explaining the behavior of an individual in a specific context. This is considered one of the most widely applied and cited theories in behavioral theory (Cooke & Sheeran, 2004).

In addition, the EEM theory states that entrepreneurial intention depends on perceived desire, behavioral inclination, and perceived feasibility of potential entrepreneurs. However, for intentions to

become reality, there need to be life events such as job dissatisfaction, divorce, job loss, etc., which are passive factors acting as motivators or actively positive factors such as finding good partners or financial support... These are pulling factors. A person's life can be changed if there is an impact from pushing or pulling factors, but whether it leads to entrepreneurial behavior or they choose another option depends on their perceived desire for entrepreneurship and their perception of their own capabilities (Nguyen Thu Thuy, 2015).

Furthermore, the framework describing new entrepreneurial activities is based on many previous studies. Gartner (1985) synthesized 4 dimensions of mutual influence on entrepreneurship including: (1) External environment, (2) Entrepreneurial individuals, (3) Entrepreneurial organization, and (4) Process from idea to implementation. For each project, the entrepreneur's ideas and capabilities are crucial, but consideration must also be given to the organization established by the entrepreneur - which is not static but undergoes a process of transformation, adapting to the external environment to seek resources and compete. This model helps to consider multiple dimensions to better understand local entrepreneurial activities, thereby analyzing the suitability and effectiveness of comprehensive policies rather than making separate judgments for each type of support.

3. Literature Review and Research Gap

The results of a review of related research documents are presented in Table 1 as follows.

Table 1. Results of a review of related research documents

Factor		Policy	Finance	Market	Human resource	Infras-structure	R&D	Culture	Regional linkage	Enterprises
Research										
Conditions and institutions	VCCI (2017)	x								
	The Ministry of Science and Technology of Vietnam and the Ministry of Foreign Affairs of Finland (2018)		x		x					
	Ngo Quang Huan (2020)	x	x							
	Le Quoc Anh et al. (2015)	x	x	x						
	Namjatturas (2018)	x								
	Lim (2018)	x								
	Nguyen Thu Ha (2019)	x		x						
	Do Thi Hoa Lien (2019)		x		x					
	Kreuzer et al. (2018)	x	x	x	x					
	Suresh and Ramraj (2012)	x	x	x						
	Stam and Ven (2021)	x		x	x					
	Stam (2018)		x	x						
➤ The factors of conditions and institutions have an positive impact on the ecosystem of entrepreneurial innovation and creativity										
Văn hóa và đổi mới	Nguyen Thi Thanh Tam (2018)							x		

	Ngo Quang Huan (2020)									x
	Le Quoc Anh et al. (2015)					x	x	x		
	Namjatturas (2018)						x			x
	Lim (2018)								x	x
	Nguyen Thu Ha (2019)								x	
	Do Thi Hoa Lien (2019)					x	x		x	x
	Tran Thi Hong Lien (2019)						x	x	x	
	Kreuzer et al. (2018)							x		
	Suresh and Ramraj (2012)							x	x	x
	Stam and Ven (2021)							x	x	
	Stam (2018)					x		x		x
➤ The factor of culture and innovation have an positive impact on the ecosystem of entrepreneurial innovation and creativity										
Ecosystem of Entrepreneurial innovation and creativity	VCCI (2017)	x								
	Lim (2018)	x								
	Nguyen Thu Ha (2019)	x		x						
	Stam and Ven (2021)	x		x						
	Nguyen Thi Thanh Tam (2018)							x		
	Le Quoc Anh et al. (2015)						x	x		
	Namjatturas (2018)						x			
	Kreuzer et al. (2018)							x		

(Source: Compiled by author, 2024)

The overall results of the document in Table 1 show that previous studies have synthesized entrepreneurial ecosystems and demonstrated the diversity of components. Micro-level factors at the national level and human resources play an important role in shaping the entrepreneurial ecosystem.

Firstly, in terms of **conditions and regulations, policy, financial, market, and human resource** factors significantly influence the entrepreneurial ecosystem. Specifically, *supportive policies* from the government provide a stable legal framework and incentive measures, creating favorable conditions for emerging businesses. *Diverse and abundant financial resources*, along with an expanding market, not only reduce risks but also open up new opportunities for entrepreneurs. Additionally, *highly skilled and deeply trained human resources* ensure the success of startup businesses by promoting creativity, efficiency, and competitiveness.

Secondly, in terms of **cultural aspects and innovative entrepreneurship**, including components such as *infrastructure, research, culture, regional linkages, and support from businesses*, provide the basis for the development of the entrepreneurial ecosystem. *Infrastructure* support and diverse *research activities* provide a solid foundation for creativity, encouraging the testing and implementation of new ideas. *Flexible culture* facilitates innovation and creativity, strongly promoted in business models. *Regional linkages* and *support from businesses* not only create opportunities for collaboration but also

create an encouraging environment where innovation can thrive and contribute to the comprehensive development of the business community and society as a whole.

Thirdly, the *entrepreneurial ecosystem* thrives with the support of *institutional* and *cultural* factors of innovation. In terms of institutions, preferential policies and open markets create conditions for startup companies to operate efficiently. In terms of innovation culture, scientific research provides creative ideas, and a culture that values innovation promotes entrepreneurial spirit. The harmonious combination of these factors creates a favorable environment for the sustainable development of the entrepreneurial ecosystem, contributing to economic growth and enhancing national competitive capacity.

Although previous research authors have identified most of the concepts involved in the research model, there are still shortcomings that need to be explored such as:

- (1) Interest in entrepreneurial spirit and the impact of the entrepreneurial ecosystem on businesses.
- (2) Causes and specific solutions to promote innovation in enterprises and the entrepreneurial ecosystem.
- (3) Specific research on building the entrepreneurial ecosystem, especially in the field of traditional craft villages.
- (4) The human capital component in the current entrepreneurial ecosystem.
- (5) Evaluation framework of capabilities for the innovative entrepreneurial ecosystem in Vietnam.
- (6) Quantitative methods and surveys of enterprises, managers, or management experts.

4. Research Hypotheses and Models

The general model for assessing the capabilities of the innovative entrepreneurial ecosystem in the research and development of craft village tourism in Dong Thap is presented in Figure 1.

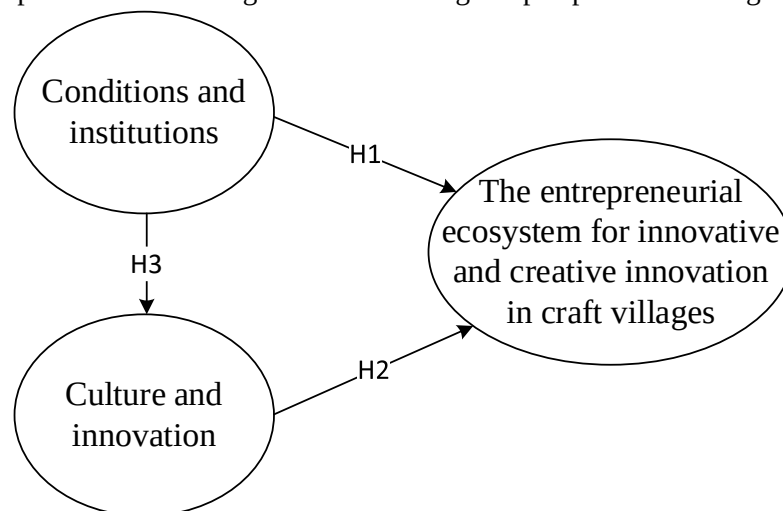


Fig.1: Proposed research model (Source: Suggested by author, 2024)

The research hypotheses constructed for verification are as follows:

- Hypothesis H1: Conditions and institutions have a positive impact on the entrepreneurial ecosystem for innovative and creative innovation in craft village tourism development in Dong Thap province.
- Hypothesis H2: Culture and innovation have a positive impact on the entrepreneurial ecosystem for innovative and creative innovation in craft village tourism development in Dong Thap province.
- Hypothesis H3: Conditions and institutions and Culture and innovation have a mutually positive impact on each other within the entrepreneurial ecosystem for innovative and creative innovation in craft village tourism development in Dong Thap province.

The factors of conditions and institutions, including state policies supporting innovative entrepreneurship, finance, market, human resources, and training, play a crucial role in creating a

favorable environment for the development of new businesses. Government support policies, along with abundant financial resources and expanded markets, help reduce risks and increase opportunities for emerging businesses. Additionally, highly skilled and properly trained human resources are also key factors in ensuring the success of startup enterprises.

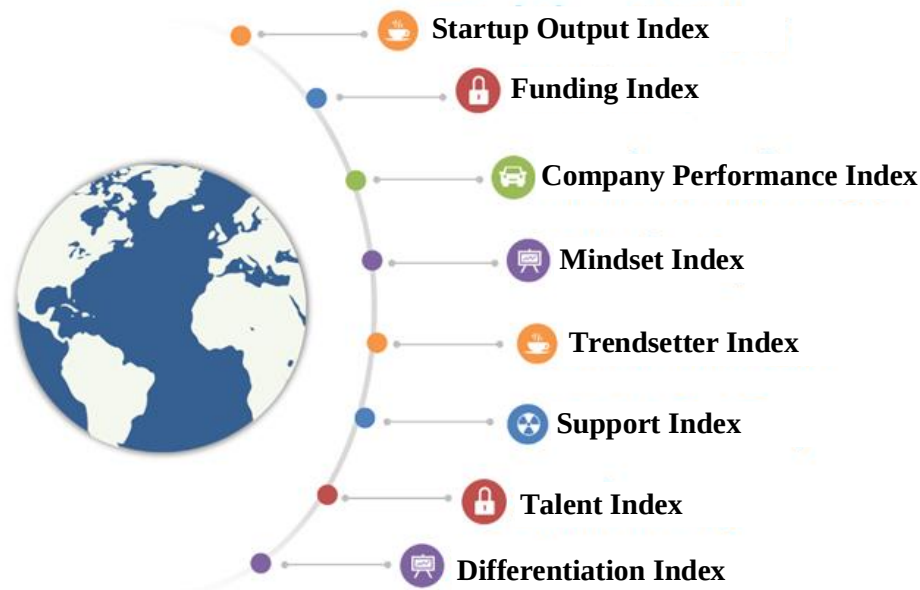
However, cultural and innovation factors also play an equally important role. Good infrastructure and diverse research and development activities help create an innovative environment, encouraging creativity and experimentation with new ideas. Flexible and open corporate cultures also enhance innovation and creativity in business models. Regional connections and support from businesses also play an important role in creating a supportive environment for the development of the entire business community.

The interaction between factors of conditions and institutions, culture, and innovation is undeniable. For example, government support policies can create incentives and encourage businesses to carry out innovative research and development projects. Conversely, successful and diverse research and development activities can also promote government support policies for innovative entrepreneurship. This interaction between the two factors highlights the importance of building an ecosystem for innovative entrepreneurship, where both factors contribute to the sustainable and comprehensive development of the economy.

In addition, based on the results of document review, coordinated with the Global Entrepreneurship Monitor (GEM) organizational index, the author proposes 12 criteria for assessing the capacity of the entrepreneurship ecosystem in Dong Thap province, including: infrastructure, finance, technology, education, government activities, and other business support services.

- *Infrastructure*: Assess the level of ease of access to infrastructure and utility services.
- *Financial*: Evaluate business conditions based on the availability of financial resources (both borrowed and self-owned capital) to support business activities.
- *Technology*: Assess the ability to commercialize and transfer the results of scientific research to businesses.
- *Education*: Evaluate the integration of management and entrepreneurship training within the education system.
- *Government activities*: Include policies, regulations supporting business, and the ability to access government business support programs.
- *Other business support services*: Evaluate the level of development of business support services such as intellectual property protection, accounting, auditing, and other consulting services.

Figure 2 presents the framework for assessing the capacity of the innovation startup ecosystem in Dong Thap province.



(Source: GEM, 2021 with author's suggestions, 2024)

Fig.2: Capacity assessment framework

5. Research Methods

First, the author clearly states the urgency of the research in today's context, alongside a comprehensive review of literature on the model of relationships between factors, implementation methods, and practical results. The article discusses the process and methods for implementing the research, including the analytical framework and research contents. The research hypotheses lay the groundwork for proposing a research model and an evaluation framework for the entrepreneurial innovation ecosystem capacity in the development of craft village tourism in Dong Thap province. The research process is illustrated in Figure 3.

In the qualitative phase, theoretical research and literature review were conducted to build the model of the constituent factors of the Entrepreneurial Ecosystem Capacity (EEC). This effort was crucial to developing a draft questionnaire and adjusting the scale to suit the surveyed subjects (tourists). To refine the scale, in-depth interviews were conducted with a selected sample of 10 to 15 experts, including academic scientists and tourism industry managers. The experts were chosen based on their extensive experience and contributions to the field of tourism and entrepreneurial ecosystems. An interview protocol was followed to ensure consistency and depth in data collection. The result was the formation of a preliminary scale, distinct from the initial draft.

In the preliminary quantification phase, the preliminary scale (preliminary questionnaire) was used to collect survey results. Non-probabilistic sampling methods, particularly convenient sampling, were applied. These results informed the development of the official scale for the study. For the formal quantification phase, the formal scale (formal questionnaire) was used for data collection, with the sample size determined by the error margins observed in the preliminary quantitative study. The sampling procedure involved the author directly contacting tourist destinations to gain consent and then surveying tourists using the formal questionnaire. Additionally, the formal questionnaire was designed and published on information platforms (social media) to attract participation from tourists who had not previously visited tourist destinations within Dong Thap province.

Anticipated data analysis techniques include reliability tests, exploratory factor analysis (EFA), and structural equation modeling (SEM). These techniques will ensure the robustness and validity of the research findings, contributing to a comprehensive understanding of the EEC in the context of craft village tourism in Dong Thap province.

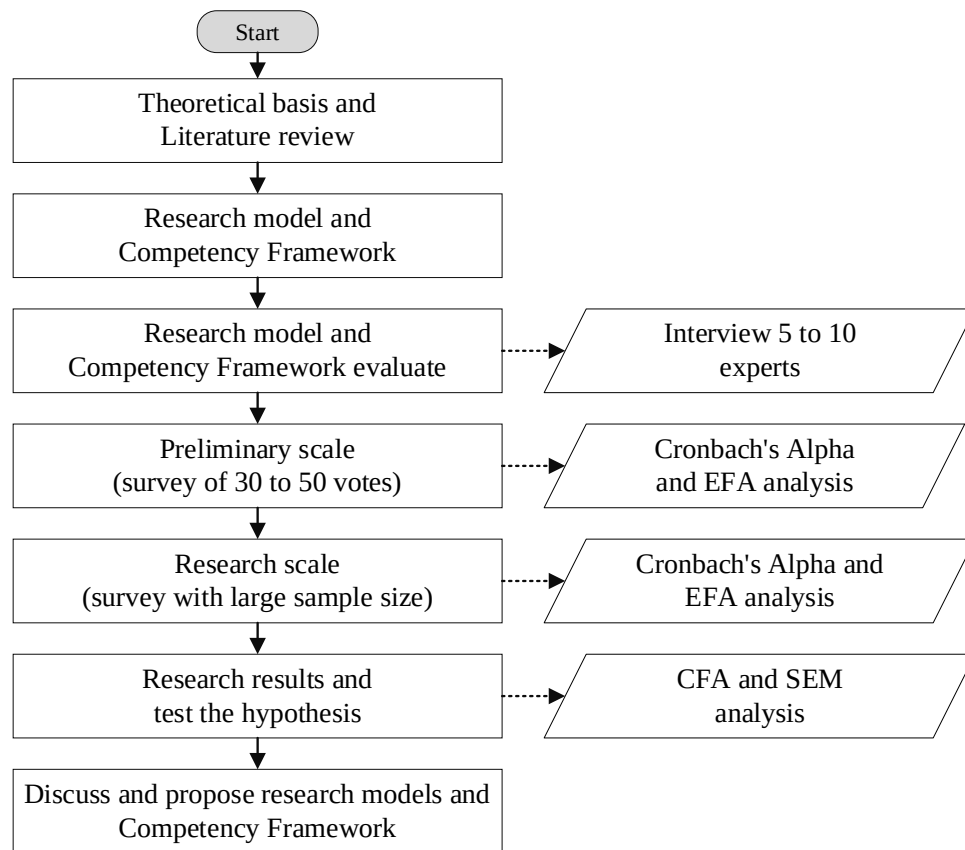


Fig.3: Research process (Source: Suggested author, 2024)

6. Analysis Result

6.1. Results of expert surveys on models and scales

To establish the research model confidently, the author conducted interviews with 13 experts in the field to gather opinions on the foundational hypotheses for constructing the formal research model. The results indicate that all hypotheses received agreement from 12 out of 13 experts (represented by the symbol "☑"), with only one expert disagreeing with the second hypothesis, and one expert disagreeing with the third hypothesis (represented by the symbol "-", see Table 2).

Table 2. Expert opinions on model hypotheses

Hypothesis	Expert opinions												
	1	2	3	4	5	6	7	8	9	10	11	12	13
Hypothesis 1	☑	☑	☑	☑	☑	☑	☑	☑	☑	☑	☑	☑	☑
Hypothesis 2	☑	-	☑	☑	☑	☑	☑	☑	☑	☑	☑	☑	☑
Hypothesis 3	☑	-	☑	☑	☑	☑	☑	☑	☑	☑	☑	☑	☑

After the process of expert opinion solicitation, hypotheses have been identified as suitable and appropriate for use in the research model. For each hypothesis, the authors have analyzed and listed relevant factors to assess its suitability. These factors have been represented as variables, and the details of each variable (question) are presented in Table 3.

Table 3. Content of variables of factors belonging to the scale

No.	Variable	Scale content
<i>Conditions and institutions</i>		
1	DKTC1	The government is implementing a series of supportive policies and special incentives for new businesses.
2	DKTC2	Government agencies have established investment funds and rolled out financial support programs to enhance capital availability for startup businesses.
3	DKTC3	The current market is becoming more open and competitive, with increasing demand for new products/services.
4	DKTC4	There is a large workforce available, with many individuals possessing high skills and quality, enhancing the human resource potential for new businesses.
<i>Culture and innovation</i>		
5	VHDM1	Advanced research and development infrastructure creates favorable conditions for fostering an innovative entrepreneurial environment in craft villages in Dong Thap.
6	VHDM2	Flexible and open corporate culture creates favorable conditions for initiating and implementing innovative entrepreneurial ventures in craft villages in Dong Thap.
7	VHDM3	Full regional connectivity and support from businesses facilitate entrepreneurial activities for innovation in craft villages in Dong Thap.
<i>Startup ecosystem</i>		
8	KNST1	The government implements supportive policies to encourage and create favorable conditions for startup innovation and entrepreneurship.
9	KNST2	Potential markets are being explored and expanded to facilitate the implementation of frameworks related to the innovative startup ecosystem.
10	KNST3	Conducting research will promote the development and advancement of the innovative startup ecosystem.
11	KNST4	A diverse culture encourages creativity, idea sharing, and a spirit of collaboration, creating favorable conditions for the innovative startup ecosystem.

6.2. Sample statistics

Before proceeding with detailed analysis, a preliminary sampling phase was conducted. This survey focused on the opinions of 120 individuals, ensuring sufficient information about the characteristics of the enterprise and the work experience of the participants. This provides an initial database necessary to continue research and analysis. The results of the preliminary sampling are presented in Table 4.

Table 4. Sample collection results

Demographic composition		Frequency	Percentage	Cumulative percentage
Gender	Femake	76	63.3	63.3
	Male	44	36.7	100.0
	Total	120	100.0	
Age range	Under 30	32	26.7	26.7
	From 30 to under 40	48	40.0	66.7
	From 40 to under 50	31	25.8	92.5
	From 50 and up	9	7.5	100.0
	Total	120	100.0	
Academic level	Elementary level	41	34.2	34.2
	Intermediate level	52	43.3	77.5
	College	14	11.7	89.2
	University or higher	13	10.8	100.0
	Total	120	100.0	
Job position	Tourism Point Manager	25	20.8	20.8
	Tourism Marketing and Promotion	60	50.0	70.8
	Tour Guide	12	10.0	80.8
	Event and Tourism Activities Manager	12	10.0	90.8
	Hotel/Homestay Receptionist	11	9.2	100.0
	Total	120	100.0	
Seniority	From 3 to less than 5 years	43	35.8	35.8
	From 5 to less than 10 years	53	44.2	80.0
	From 10 to less than 15 years	18	15.0	95.0
	15 years and above	6	5.0	100.0
	Total	120	100.0	
Income (million VND/month)	Below 5 million VND	29	24.2	24.2
	From 5 to below 10 million VND	54	45.0	69.2
	From 10 to below 15 million VND	20	16.7	85.8
	From 15 to below 20 million VND	10	8.3	94.2

Demographic composition		Frequency	Percentage	Cumulative percentage
	20 million VND and above	7	5.8	100.0
	Total	120	100.0	

Sample collection results show:

There are up to 76 female workers (comprising 63.3%) and 44 male workers (comprising 36.7%);

There are 32 individuals under 30 years old (comprising 26.7%), 48 individuals aged 30 to under 40 (comprising 40.0%), 31 individuals aged 40 to under 50 (comprising 25.8%), and 9 individuals aged 50 and above (comprising 7.5%);

There are 41 individuals with primary education (comprising 34.2%), 52 individuals with secondary education (comprising 43.3%), 14 individuals with vocational education (comprising 11.7%), and 13 individuals with university education or above (comprising 10.8%);

There are 25 individuals working in tourist management positions (comprising 20.8%), 60 individuals working in marketing and tourism promotion positions (comprising 50.0%), 12 individuals working as tour guides, and 12 individuals working in event management and tourism activities (comprising 10.0%), and finally, 11 individuals working in hotel/homestay reception positions (comprising 9.2%);

There are 43 individuals with work experience from 3 to under 5 years (comprising 35.8%), 53 individuals with work experience from 5 to under 10 years (comprising 44.2%), 18 individuals with work experience from 10 to under 15 years (comprising 15.0%), and 6 individuals with work experience of 15 years and above (comprising 5.0%);

There are 29 individuals with monthly incomes below 5 million Vietnamese dong (comprising 24.2%), 54 individuals with monthly incomes from 5 to under 10 million Vietnamese dong (comprising 45.0%), 20 individuals with monthly incomes from 10 to under 15 million Vietnamese dong (comprising 16.7%), 10 individuals with monthly incomes from 15 to under 20 million Vietnamese dong (comprising 8.3%), and 7 individuals with monthly incomes of 20 million Vietnamese dong and above (comprising 5.8%).

6.3. Scale reliability analysis result

❖ Results of “Conditions and institutions” factor analysis

The analysis results with variables DKTC1, DKTC2, and DKTC3 indicate a high level of appropriateness as the Cronbach's Alpha reliability coefficient reaches 0.804 (greater than 0.6), and all correlation coefficients between variables - the sum are greater than 0.3 (Table 5).

❖ Result of “Culture and Innovation” factor analysis

The result of the analysis of Cronbach's Alpha reliability coefficient for the Cultural Innovation factor is 0.854 (greater than 0.6), indicating the adequacy of this factor. Additionally, variables VHDM1, VHDM2, and VHDM3 all have inter-variable correlation coefficients exceeding 0.3 (Table 5).

❖ Result of “Entrepreneurial innovation ecosystem” factor analysis

The results of the analysis of the reliability of the factors of the entrepreneurial innovation ecosystem consist of 4 variables (KNST1, KNST2, KNST3, and KNST4), indicating a suitable level as the Cronbach's Alpha reliability coefficient reaches 0.936 (greater than 0.6), and all variable correlations – overall, are greater than 0.3 (Table 5).

Table 5. Results of scale reliability analysis

Variable	The total variable correlation coefficient	Cronbach's Alpha if excluded
Conditions and institutions: 0.804		
DKTC1	0.699	0.680
DKTC2	0.602	0.787
DKTC3	0.656	0.726
DKTC4	0.673	0.695
Culture and Innovation: 0.854		
VHDM1	0.861	0.659
VHDM2	0.631	0.917
VHDM3	0.747	0.776
Startup ecosystem: 0.936		
KNST1	0.866	0.912
KNST2	0.881	0.905
KNST3	0.861	0.911
KNST4	0.792	0.934

6.4. Proposed research model

Based on the sampling process and reliable analysis results, the hypotheses have been proven appropriate and the mentioned factors are all suitable and preserved. Therefore, the proposed model in the study is clearly depicted in Figure 4.

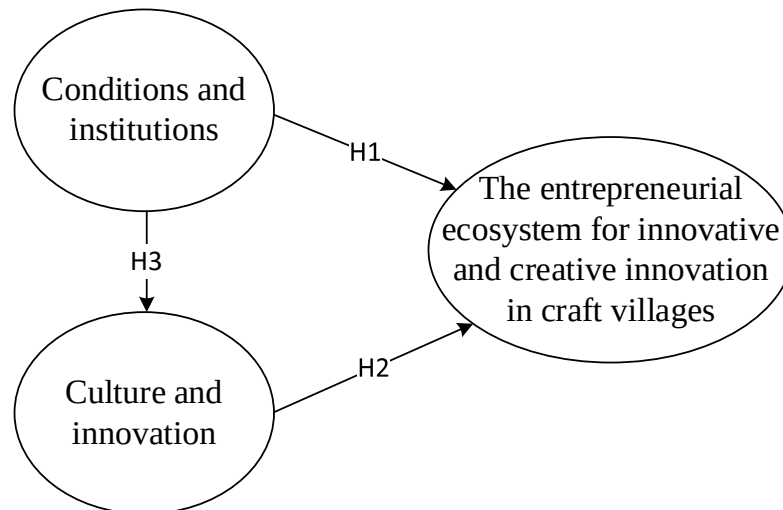


Fig.4: Proposed research model (Source: Proposed author, 2024)

The proposed scale and the content of each factor are also presented in Table 6.

Table 6. Scale and content of variables in the scale

No.	Variable	Scale content
<i>Conditions and institutions</i>		
1	DKTC1	The government is implementing a series of supportive policies and special incentives for new businesses.
2	DKTC2	Government agencies have established investment funds and rolled out financial support programs to enhance capital availability for startup businesses.
3	DKTC3	The current market is becoming more open and competitive, with increasing demand for new products/services.
4	DKTC4	There is a large workforce available, with many individuals possessing high skills and quality, enhancing the human resource potential for new businesses.
<i>Culture and innovation</i>		
5	VHDM1	Advanced research and development infrastructure creates favorable conditions for fostering an innovative entrepreneurial environment in craft villages in Dong Thap.
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<i>Startup ecosystem</i>		

8	KNST1	The government implements supportive policies to encourage and create favorable conditions for startup innovation and entrepreneurship.
9	KNST2	Potential markets are being explored and expanded to facilitate the implementation of frameworks related to the innovative startup ecosystem.
10	KNST3	Conducting research will promote the development and advancement of the innovative startup ecosystem.
11	KNST4	A diverse culture encourages creativity, idea sharing, and a spirit of collaboration, creating favorable conditions for the innovative startup ecosystem.

7. Conclusion

This study makes an important contribution to our understanding of entrepreneurial ecosystems and tourism development in the context of craft villages in Vietnam. By proposing a conceptual model and competency framework grounded in theory and expert insights, it provides a valuable tool for assessing and fostering entrepreneurship and innovation in this sector. The model highlights the critical role of institutional conditions and cultural factors in shaping the entrepreneurial ecosystem, and the need for a holistic and systemic approach to tourism development.

However, the study also has some limitations that should be acknowledged and addressed in future research. The current model is based primarily on a review of existing literature and a small sample of expert interviews, and will need to be validated and refined through more extensive empirical research, such as a largescale survey of tourism stakeholders in Dong Thap and other provinces. The specific indicators and measures used to assess the entrepreneurial ecosystem will also need to be carefully piloted and tested for reliability and validity.

Despite these limitations, the study offers valuable insights and recommendations for policymakers, tourism planners, and entrepreneurs seeking to promote sustainable and innovative tourism development in Vietnam's craft villages. By identifying the key components and competencies of a supportive entrepreneurial ecosystem, it provides a roadmap for targeted interventions and investments, such as training programs, financial support, and institutional reforms. Ultimately, the development of a vibrant and inclusive entrepreneurial ecosystem in the tourism sector has the potential to create new opportunities for local communities, preserve cultural heritage, and contribute to the sustainable development of Vietnam's economy and society.

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