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## INVESTIGATE THE BUSINESS MODEL OF ECO VILLAGE THAI HAI

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### ABSTRACT

Vietnam is on the way of development quickly and its enterprises follow different styles. The Eco Village Thai Hai has followed the special model that we cannot find from anywhere in Vietnam. Authors mainly use methods of historicalism and dialectical materialism combined with experiences, observations with experiences, practical situation with cases studies in Vietnam combined with qualitative analysis. Through the current paper, the readers may find the unique and interesting model in Vietnam that attracted many people to visit and investigate.

**Key words:** business model, Eco Village, ethnic value, countryside.

**JEL:** M10, M21