



21st INTERNATIONAL CONFERENCE

SOCIO-ECONOMIC AND ENVIRONMENTAL ISSUES IN DEVELOPMENT

2025
PROCEEDINGS



FINANCE PUBLISHING HOUSE



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21st INTERNATIONAL CONFERENCE
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SUSTAINABLE SUPPLY CHAINS AND CULTURAL INTEGRATION IN VIETNAM'S BAMBOO WEAVING INDUSTRY: A BIBLIOMETRIC APPROACH

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Abstract

This study employs bibliometric analysis combined with K-Means clustering to review and categorize research on the bamboo weaving supply chain integrated with cultural industry development. Data were collected from the Scopus database for the period 2000 to 2025, yielding a total of 1,010 articles. After filtering and cleaning data, 178 articles directly relevant to the topic were selected for the analysis. The results indicate a significant increase of the number of research since 2022, with a focus on two main thematic clusters: (1) sustainable development and the bamboo product supply chain, and (2) carbon emissions and climate change. Notably, although the integration of the cultural industry is highlighted in the study title, no research has specifically focused on supply chain for bamboo weaving sector combining with cultural values. This reveals a significant research gap that this study proposes in the context of Vietnam, where bamboo is not only an ecological material but embodies cultural significance and traditional identity. Beyond reviewing the current research landscape, this study outlines potential directions for developing the bamboo weaving supply chain in Vietnam through a circular economy model and sustainable development, while promoting the integration of traditional crafts into the cultural industry.

Keyword: Bamboo, Supply chain, Cultural industry, CO2 emissions

1. Introduction

Bamboo and rattan are materials with great potential in the sustainable production trend. According to (Pablo, Joost, & Han, 2009), bamboo material has advantages in saving energy and reducing CO2 emissions, (2) storing carbon, and (3) replacing biochemical fuels. Bamboo grows quickly, has a short cycle, ensures a continuous supply, and has a 99% lower environmental impact than concrete (Peiyu, et al., 2022). Therefore, recent research on the topic of supply chain research models for bamboo and rattan weaving product production has been increasingly emphasized. In Vietnam, bamboo and rattan are a long-standing traditional handicraft industry, associated with rural life. There are currently more than 1,000 craft villages, accounting for 24% of the total number of craft villages in the country (Vietnam Economic News, 2024). In 2019, Vietnam exported bamboo products worth 79.1 million USD and imported 23.6 million USD (UN Comtrade database), ranking 5th in the world in exporting bamboo and rattan handicrafts. The main import products are bamboo plywood, screens/mats, daily utensils, raw materials, and textile products. Besides, the main export products are textile products, raw bamboo materials, bamboo and rattan furniture (Vinh, 2025).

Having numerous benefits and development potentials, organizations and governance in Vietnam are increasingly focusing on the bamboo and rattan industry by taking a series of actual

actions. Vietnam has been a member of the International Bamboo and Rattan Organization since 1999 (INBAR). This membership provides opportunities to learn, exchange knowledge, and promote the reputation of Vietnamese bamboo and rattan. A lot of events and activities have been organized to let citizens engage, help them learn more about local products, make purchases, and participate directly in the working process like Local Specialties Fair which included participation from 63 provinces in Vietnam (Anh V. , 2018). In addition, the government has conducted a sustainable development program aimed at enhancing material areas and supporting traditional handicraft villages like in Thanh Hoa and Binh Duong provinces (Nguyet, 2024) (Nguoc, 2022)

The development of the handicraft industry in association with cultural industries (CI) was identified by UNESCO in 1998 as having significant economic potential, characterized by creativity, cultural value, and intellectual property. According to Directive No. 30/CT-TTg of the Prime Minister, the Ministry of Industry and Trade and the Ministry of Agriculture and Rural Development are tasked with promoting the development of cultural industrial products and traditional craft villages (Prime Minister, 2024). However, many bamboo and rattan craft villages in Vietnam still operate in a spontaneous and uncoordinated manner, lacking structured linkages, which results in low efficiency. Despite these challenges, the Vietnamese bamboo and rattan industry continues to grow strongly, with export turnover reaching over USD 733 million in 2023 (VITIC, 2025). In the first quarter of 2024, exports reached USD 212 million, an increase of 28.3% compared to the same period in the previous year. Despite the high growth rate, Vietnam's bamboo export volume accounts for only 3.37% of the global bamboo and rattan trade market share (Phuong, 2024).

The bamboo industry is receiving growing attention in Asia, especially in China, Thailand, and Indonesia. These countries focus on preserving cultural heritage and developing sustainable supply chains. China supports the industry through trade certifications, reduced tariffs, e-commerce promotion, and recognizes bamboo weaving as an intangible cultural heritage. Thailand advances traditional crafts with its "One Tambon One Product" (OTOP) program and training in modern techniques (Ponark & Ahmad, 2025). Indonesia, also an INBAR founding member, promotes bamboo development through its Ministry of Environment and Forestry.

For the aforementioned reasons, research on the topic of supply chain research models for bamboo and rattan production has been increasingly emphasized. However, up to now, scientific research has mainly approached it from a material or environmental perspective, such as Life Cycle Assessment (LCA) (Yu, Zeng, Zhang, & Wang, 2019; Liu, et al., 2023; Liu, et al., 2024), CO₂ absorption potential (Zhang, Xu, Zhang, & Li, 2021; Lao, Chang, & Duan, 2023), or the potential to replace plastic materials with bamboo/rattan (Bordoloi & Boruah, 2022; Alamerew, Zhu, Kozak, & Shrestha, 2024; Li, Wang, & Latiff, 2025). While these studies play an important role in affirming the ecological value of bamboo and rattan, no research has yet provided a systematic and comprehensive view of the bamboo weaving production supply chain integrated with the cultural industry, a direction that many countries, including Vietnam, are focusing on. Therefore, conducting a bibliometric study with the aim of synthesizing, systematizing, and quantitatively analyzing related international scientific publications is crucial to answer the following three research questions:

- How have research trends in the supply chain for bamboo and rattan product evolved over the years?
- What are the recent emerging research trends in the field of bamboo and rattan supply chain?
- Are there specific scientific publications that explore the bamboo and rattan supply chain with the integration of cultural industry factors?
- What is the sustainable supply chain model for bamboo weaving industry in Vietnam in the context of developing the industrial culture model?

2. Method

The paper employs bibliometric analysis combined with the support of VOSviewer software to identify research trends and gaps related to the development of green supply chains in the bamboo and rattan industry during the period from 2000 to 2025.

The Vietnamese rattan weaving industry, although deeply local with its unique cultural and traditional characteristics, also intersects with global trends in the field of handicrafts. Therefore, bibliometric research is a reasonable method to approach this industry, especially when most of the available data today is international. Through foreign studies, the topic can gain insight into the development trends of the handicraft industry, the application of technology in production, as well as sustainable development models in countries around the world. Referring to these materials not only helps expand the theoretical foundation for the research but also contributes to shaping the development strategy of the Vietnamese rattan weaving industry in the context of globalization and global competition.

Bibliometric analysis is a widely used and rigorous statistical method employed to explore, evaluate, and quantify the impact of scientific publications, helping researchers to clarify developments and trends within a specific field (Donthu et al., 2021; Etta, Matovu, & Lukambagire, 2025). The method involves collecting and analyzing bibliographic data from various databases such as Scopus, Web of Science, Google Scholar... (Kara, Şahin, & Dirsehan, 2025). This study utilizes the Scopus database, one of the most comprehensive digital repositories of academic publications (Etta, Matovu, & Lukambagire, 2025). Based on the data collected from the Scopus database, the research team used VOSviewer software to construct bibliometric networks and visualize the relationships among elements such as authors, keywords, and citations (Donthu et al., 2021). The application of VOSviewer not only supports the identification of relevant current journals and articles but also helps to uncover existing research gaps in the field (Adrian & Muntazimah, 2023; Cebekhulu, Mathaba, & Mbohwa, 2024), thereby providing direction for future research.

The keywords searched by the research team are as follows:

TITLE-ABS-KEY (("Bamboo" OR "Rattan") AND ("life cycle assessment" OR "LCA" OR "carbon emission" OR "CO2" OR "supply chain" OR "cultural industry"))

To ensure a systematic approach and reliability in the data collection process, the screening and selection procedure is detailed in the diagram below:

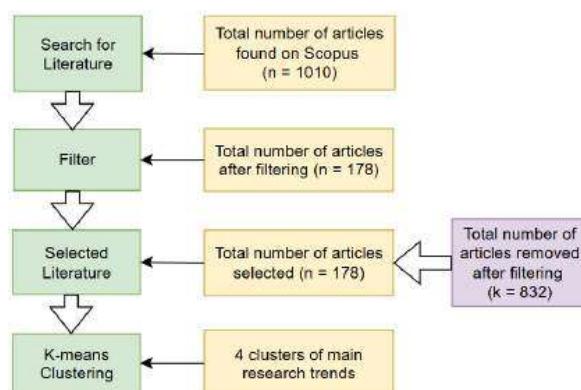


Figure 1. The data screening process

Source: Compiled by the authors

After using the keywords to search for documents on the SCOPUS platform, the research team found 1,010 documents. We chose to use the Scopus database because it is a reputable global

source, providing a wide and diverse range of international research articles, which allows us to analyze research trends and make comparisons across countries. Local databases like VJOL and university repositories primarily focus on domestic research, which limits the scope and comprehensiveness of the study. Therefore, Scopus was the most suitable choice to offer a global perspective and identify key research trends in the bamboo weaving industry and the cultural industry. Subsequently, the relevance of each document to the research topic was assessed through a screening process involving the review of titles and abstracts. In instances where clarity regarding relevance was lacking, the full text of the document was examined to inform the decision of inclusion or exclusion. This rigorous screening process resulted in the exclusion of 832 irrelevant documents, yielding a final corpus of 178 relevant articles for further analysis. After collecting the 178 articles, the research team used an unsupervised machine learning method with the K-means model to cluster the research topics (Ikotun et al., 2023). The study uses the K-Means algorithm combined with the Elbow method to cluster research papers based on their titles and abstracts. K-Means groups data into K clusters, minimizing the distance between points in the same cluster. The Elbow method helps determine the optimal K by calculating inertia (within-cluster sum of squared errors) for different K values. As K increases, inertia decreases, but at a certain point, the decrease slows down, forming an "elbow" on the graph. This "elbow" represents the optimal number of clusters.

3. Results

3.1. Research trends by year

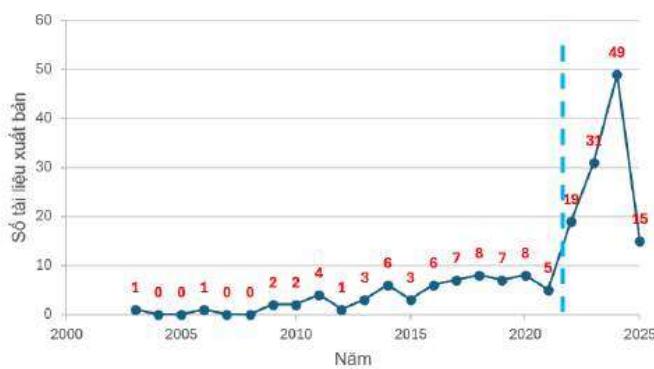


Figure 3. Chart of research publication trends on bamboo by year (2000–2025)

Source: Compiled by the authors

In the first phase, from 2000 to 2021, the number of publications each year was very low. During this period, most studies primarily approached bamboo and rattan from a biological, agricultural, or traditional application perspective, rather than focusing on sustainability or the cultural industry value chain. In the second phase, starting from 2022, there was a noticeable shift in research trends, with publications reaching 19 articles in 2022, 31 articles in 2023, and peaking at 49 articles in 2024. Compared to the previous phase, this represents an extraordinary growth, reflecting a significant change in both academic and practical awareness of the role of bamboo and rattan weaving in sustainable development and the cultural industry.

This explosion can be explained by several important global and regional factors. First, international commitments to reducing emissions and achieving carbon neutrality, particularly following the Paris Agreement (2015) and COP26 (2021), have driven the demand for environmentally friendly alternative materials. Many international organizations and research groups have focused on solutions using bamboo to replace traditional materials, helping to reduce greenhouse gas emissions. For example, UNESCO and the International Bamboo and Rattan Organization (INBAR) have collaborated on the "Bamboo for Carbon Neutrality" initiative in China

to promote the use of bamboo as a substitute for plastic and to develop low-carbon rural models (UNESCO, 2024).

3.2. Countries interested in the topic

Research on bamboo and rattan weaving is receiving increasing attention from the global academic community. This topic not only attracts interest from countries with a long-standing tradition of bamboo production and use—such as China, India, and Indonesia—but is also being extensively studied in many developed countries, including Canada, the UK, and the US. This reflects the interdisciplinary nature and wide applicability of bamboo and rattan products across various fields.

Table 1. The leading countries in the bamboo and rattan supply chain

Countries	Published documents	Number of citations
China	55	1067
India	19	218
Canada	13	297
United Kingdom	12	553
United States	12	516

Source: Compiled by the authors

In particular, China stands out as the leading country, accounting for more than 30% of the total publications (55/178) and achieving 1,067 citations—the highest among all countries. China's leadership can be explained by several factors. First, China has the largest bamboo forest area in the world, which provides favorable conditions for developing the bamboo value chain—from harvesting and processing to consumption and export—aligned with sustainable development goals. Second, the Chinese government has launched numerous research programs and investments in sustainable economics, green materials, and low-carbon initiatives, encouraging research institutes, universities, and businesses to collaborate and produce international scientific publications.

3.3. Research keywords and research trends

a) Research keywords

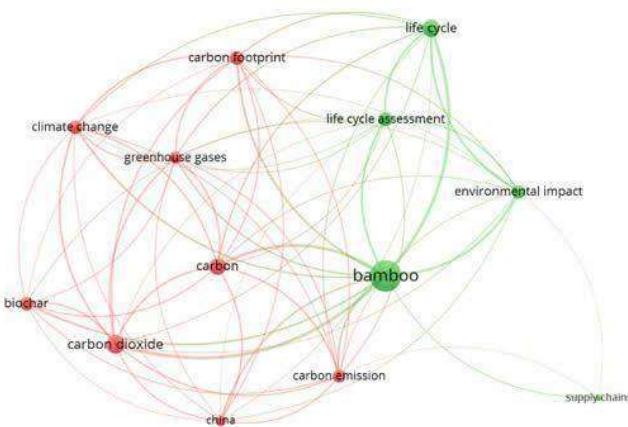


Figure 4. Visual map of the relationships between research keywords related to bamboo

Source: Compiled by the authors

After selecting keywords that appeared at least 15 times, Figure 4 shows the relationships between concepts from research titles and abstracts. The central keyword "bamboo" is the largest and positioned at the center, indicating its connection to most other topics. Keywords are grouped

into color-coded clusters, with thicker lines showing stronger correlations. The clusters highlight two main research trends: bamboo-related topics and their connections to the environment, emissions, and sustainable development.

Table 2. Clustering of Co-occurring Research Keywords in the Field of Bamboo

Cluster 1	Bamboo, life cycle assessment, environmental impact, life cycle, supply chain
Cluster 2	Carbon dioxide, carbon, carbon footprint, carbon emission, greenhouse gases, climate change, biochar, china

Source: Compiled by the authors

Cluster 1 focuses on assessing the environmental impacts of bamboo products, including life cycle assessment and supply chain. Research here aims to quantify eco-friendly product development in line with global sustainability trends. Cluster 2 examines bamboo's potential for carbon sequestration and its role in reducing greenhouse gas emissions through forestry models, biomass, and bio-based products like biochar.

b) Research trend

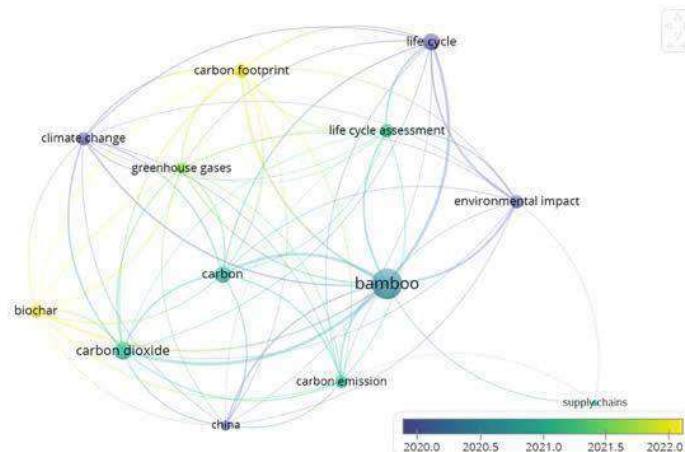


Figure 5. Temporal keyword map of bamboo research and sustainable development

Source: Compiled by the authors

The temporal analysis in Figure 5 reveals recent research trends, with keywords like carbon footprint, life cycle and environmental impact gaining prominence from 2020 to 2022. These trends highlight a growing focus on carbon emissions, circular production models, and green supply chains. Although "cultural industry" appeared in the initial analysis, it does not feature prominently, indicating a research gap in integrating life cycle assessment (LCA) into the cultural industry, especially for bamboo craft products. This presents an opportunity for interdisciplinary research on sustainable supply chains that combine green industry and cultural preservation, particularly in countries like Vietnam.

3.4. Group of research papers

The research team collected a total of 178 papers related to the use of bamboo in sustainable applications, then conducted an analysis and grouped them into 4 clusters based on content and key keywords

Cluster 0, 1:



Figure 6. Word Cloud for Cluster 0 and Cluster 1 Keywords

Source: Compiled by the authors

Cluster 0 highlights the research trend focusing on the use of bamboo as a biomass feedstock to produce biochar and activated carbon through pyrolysis (Xiang, Yang, Zhang, Xiang, & Mu, 2017; Fialho, et al., 2019) . Keywords such as “bamboo,” “biochar,” “CO₂,” “biomass,” and “pyrolysis” indicate growing interest in reducing greenhouse gas emissions and improving energy efficiency. Although mainly technical and environmental, this cluster also reveals opportunities to build an integrated bamboo weaving supply chain within the cultural industry. Specifically, byproducts from weaving can be used to produce biochar, minimizing waste and improving resource efficiency (Yang, et al., 2017; Hu, Yan, Evrendilek, Buyukada, & Liu, 2019). Although mainly technical and environmental, this cluster also reveals opportunities to build an integrated bamboo weaving supply chain within the cultural industry. Specifically, byproducts from weaving can be used to produce biochar, minimizing waste and improving resource efficiency (Yang, et al., 2017; Hu, Yan, Evrendilek, Buyukada, & Liu, 2019). Additionally, the application of pyrolysis technology further increases economic value while incorporating sustainability into cultural products.

Cluster 1 focuses on topics such as soil, carbon, and Moso bamboo, emphasizing the reduction of emissions and the enhancement of carbon sequestration in soil. This can be achieved through methods like fertilization, the application of biochar, and effective bamboo forest management. Moso bamboo, a key species in China, is highlighted for its high carbon sequestration potential, representing the country's signature bamboo forest. Research (Yuan, et al., 2023) indicates that in the Moso bamboo forest, there is not only a decrease in biomass but also a reduction in emissions of CO₂ and N₂O. Additionally, when biochar is added to the soil, it helps lower CO₂ levels by improving the nitrification process, which addresses nitrogen deficiency and enables the soil to retain more CO₂ effectively (Khalil, et al., 2024). Instead of traditional fertilization methods, research (Huang, Lee, & Fan, 2025) suggests alternative approaches that not only promote tree growth but also increase carbon sequestration in the soil.

Cluster 2, 3:



Figure 7. Word Cloud for Cluster 2 and Cluster 3 Key words

Source: Compiled by the authors

Cluster 2 focuses on “bamboo,” “material,” “life cycle,” “carbon,” “emission,” “product,” and “potential.” This indicates that research primarily focuses on the Life Cycle Assessment (LCA) of bamboo products and their potential as a sustainable material in the construction industry and consumer goods. Beside that, cluster 2 focus on bamboo as a sustainable and environmentally friendly material (Devarshi, 2019). Additionally, cluster 2 also indicates on , which has been utilized in nearly all studies (Ramirez, Torres, Peña, & Duque-Rivera, 2014; Liu, et al., 2024; Agyekum, Fortuin, & van der Harst, 2017) to track CO₂ emissions associated with bamboo products throughout their production, transportation, consumption, and end of life. Bamboo is being explored as an alternative to traditional materials, which can help reduce environmental impact (Zhao, Yua, Xua, & Guo, 2024; Zhang, Xu, Zhang, & Li, 2021; Liu, et al., 2023; Van Der Lugt, Van den Dobbelaer, & Abrahams, 2003). Additionally, research highlights bamboo's ability to sequester carbon and its potential for lowering carbon emissions throughout its life cycle (Xu, Xu, Zhu, Li, & Xiong, 2022; Huang & Zhang, 2022). Overall, the findings underscore bamboo's potential to create sustainable products that are environmentally friendly, reduce carbon emissions, and promote sustainable development across various industries.

Cluster 3, focusing on the development of bio-based products, highlights the innovative use of bamboo beyond traditional construction. Current research has explored bamboo's mechanical properties, its potential in structural reinforcement, and its environmental advantages through life cycle assessments. In Indonesia, (Muhtar, 2024) investigated the use of bamboo-reinforced concrete foundations for affordable and environmentally friendly housing. Using a combination of physical experiments and computational modeling, the study found that bamboo offers approximately 3.16% greater strength than conventional steel in similar applications, supporting its suitability for rural and suburban construction. Complementing this, (Bandyopadhyay, 2024) conducted a comprehensive environmental assessment using OpenLCA software to compare the ecological impact of bamboo versus steel in reinforcement. The results indicated that bamboo produced lower emissions and resource depletion across 22 impact categories, underscoring its potential role in decarbonizing the construction sector. Beyond construction, bamboo is gaining traction in sustainable consumer products. (Rai, Ranjan, Kant, Ghosh, & Dhar, 2023) developed biodegradable bamboo straws using partial delignification and microwave processing. Their findings showed that the straws achieved a mechanical strength of 59.3 MPa and 97% biodegradation after 98 days. More significantly, the global warming potential associated with their production was 86.53% lower than that of plastic straws. In conclusion, bamboo is not merely an alternative material; it represents a comprehensive eco-friendly approach, contributing to the circular economy and sustainable development.

Bamboo and bamboo fiber present significant potential as sustainable materials in construction, serving as alternatives to steel. Research in this area has focused on the mechanical properties of bamboo-based composite materials, structural reinforcement, and life cycle analysis to evaluate environmental benefits. In Indonesia, studies indicate that the strength of bamboo is about 3.16% higher than that of conventional steel, demonstrating its effective applicability in building houses in suburban areas (Muhtar, 2024). Another study utilized OpenLCA software, which revealed that bamboo has a lower environmental impact than steel in 22 different categories, confirming bamboo's viability as a sustainable alternative (Bandyopadhyay, 2024). In addition to construction, bamboo is also increasingly utilized in everyday products. Research on bamboo straws made using a microwave process has shown that their durability reaches up to 59.3 MPa, with 97% of the material being disposable after 98 days. Furthermore, the production of bamboo straws results in an 86.53% reduction in global warming potential compared to plastic (Rai et al., 2023). In conclusion, bamboo is not merely an alternative material; it represents a comprehensive eco-friendly approach, contributing to the circular economy and sustainable development.

3.5. Integrating research clusters into the Bamboo and Rattan industry supply chain

In the context of developing a sustainable supply chain for the bamboo and rattan industry, the studies in clusters 0, 1, 2, and 3 provide crucial insights on how to optimize raw material sources, reduce environmental impact, and enhance product value. Integrating these research findings into the supply chain will not only improve production efficiency but also create new opportunities for sustainable development. Specifically, utilizing by-products to make biochar helps optimize material use and reduce emissions; land and carbon management solutions help maintain long-term resource areas; life cycle assessment (LCA) provides a basis for measuring the environmental impact throughout the supply chain, while new material applications expand market potential and foster innovation.

Thus, the four research clusters are not separate but closely interconnected, supporting each link in the supply chain – from raw material procurement, production, to consumption and recycling – thereby enhancing product value, minimizing environmental impact, and laying the foundation for a comprehensive, green cultural industry model.

5. Discussion

Based on the bibliometric analysis, several research gaps were identified, particularly the limited integration of cultural aspects into the supply chain development of traditional industries such as bamboo and rattan. These gaps are highly relevant to current Vietnamese policy priorities, especially in light of national strategies such as the Green Growth Strategy and the Strategy for the Development of Cultural Industries to 2030. Recognizing this alignment, our study transitions from bibliometric findings to propose a localized development model that not only addresses the identified shortcomings but also meets policy directions on sustainability, cultural preservation, and circular economy development. The following supply chain model illustrates how these gaps can be addressed through practical, culturally integrated solutions.

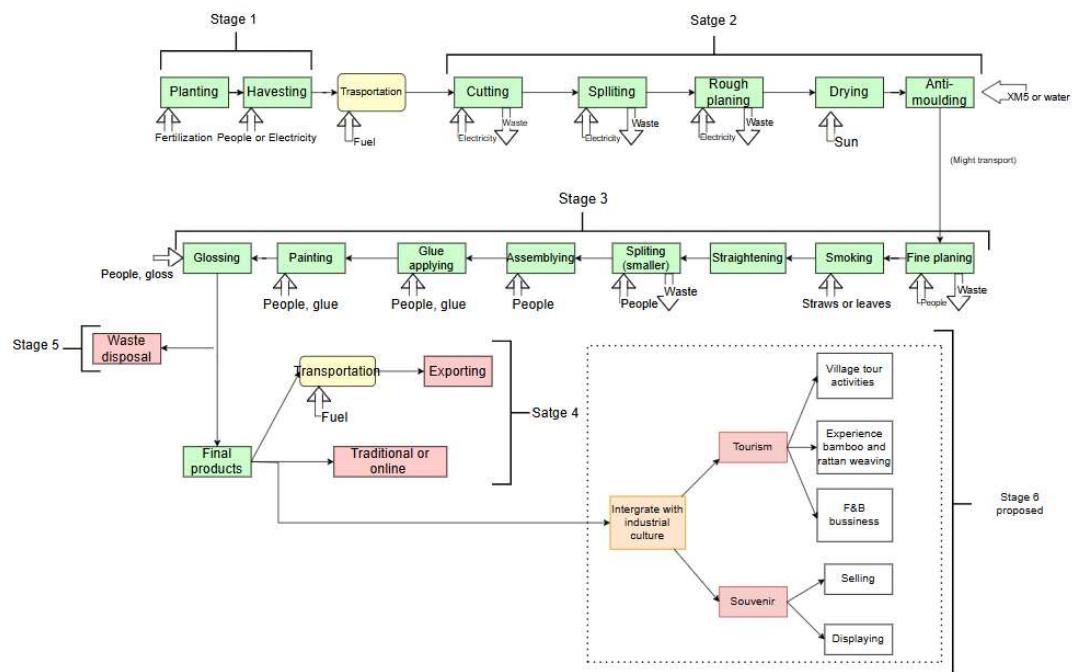


Figure 8. Supply chain of bamboo and rattan in Vietnam while developing the industrial culture model

Source: Compiled by the authors

This model consists of several stages: Stage 1: Planting and Harvesting; Stage 2: Pre-Processing; Stage 3: Production; Stage 4: Commercialization; Stage 5: End-of-Life; Stage 6: Integrating with the Industrial Culture Model. This supply chain system emphasizes collaboration among companies, communities, and the government to create sustainable products. It encompasses everything from material management to support for events organized by governmental and non-governmental organizations.

The proposed supply chain model emphasizes the integration of cultural industries into the rattan and bamboo value chain to enhance value not only from an industrial perspective but also from a cultural perspective. This is consistent with the spirit of the National Green Growth Strategy, the Strategy for the Development of Cultural Industries in Vietnam to 2030, with a vision to 2045 and especially Decision No. 687/QD-TTg on Approval of the Circular Economy Development Project. Integrating cultural elements not only helps to enhance the added value of rattan and bamboo products but also contributes to building a circular supply chain model, promoting green growth, and at the same time creating a foundation for developing experiential tourism associated with preserving and promoting traditional cultural values.

To realize a sustainable supply chain model integrating cultural industry elements in the bamboo and rattan industry, there is a need for synchronous solutions that are both strategically oriented and practically deployable at the local level. To increase clarity and applicability, the following recommendations are grouped into five main pillars:

Policy: To promote the sustainable development of craft villages, especially the bamboo and rattan industry, it is necessary to improve the legal framework. In particular, preferential credit and tax policies need to be issued to encourage production establishments to invest in clean technology, energy and resource saving. In addition, Decree No. 52/2018/NĐ-CP of the Government on rural industry development is currently an important legal basis that needs to be exploited more effectively in practice. This Decree clearly stipulates support for science and technology, trade promotion, credit and infrastructure investment for handicraft production establishments. In addition, in the context of Vietnam's deep participation in new-generation free trade agreements such as EVFTA, CPTPP or RCEP, there needs to be more export support policies such as tax exemption or reduction, provision of financial tools and increased trade promotion to help craft village enterprises expand markets and increase product value.

Infrastructure: Upgrading infrastructure in craft village clusters plays a vital role in developing a sustainable supply chain. Priority should be given to investments in transportation systems, stable electricity supply, clean water access, and facilities for wastewater and solid waste treatment to ensure environmentally friendly production. At the same time, support should be provided for the establishment of regional logistics centers for raw materials, helping to reduce transportation costs and stabilize the quality and availability of production inputs.

Technology and Environment: A key approach to fostering green growth in the bamboo and rattan sector is to promote the application of biotechnologies such as biochar production, biomass utilization, and pyrolysis. These technologies not only create renewable energy sources but also contribute significantly to reducing greenhouse gas emissions and improving resource efficiency. Therefore, specific policies are needed to facilitate access to clean technologies, support innovation and promote the transfer of environmentally friendly production techniques to craft village, aligning with Vietnam's broader orientation toward circular economy and green production models.

Cross-sector Collaboration: Coordination among actors in the rattan and bamboo value chain from artisans, designers, businesses to research institutes and media organizations plays an important role in building an integrated supply chain. Developing multi-stakeholder cooperation models will help simultaneously promote production, enhance cultural values and expand consumption. State

policies can support regional linkage programs, industry cluster networks linked to craft villages, as well as cross-sectoral innovation projects to create products with high added value and sustainable competitiveness.

Culture and Tourism: In addition to their production role, traditional bamboo and rattan craft villages also have the potential to become attractive cultural tourism destinations. Developing cultural tourism associated with craft villages not only creates additional revenue but also contributes to preserving and promoting heritage values. It is necessary to develop experiential tourism products where visitors can directly participate in the handicraft production process, combined with the organization of exhibitions, display spaces or craft village museums. This not only contributes to raising public awareness of traditional culture but also expands the domestic and foreign market for bamboo and rattan products.

6. Conclusion

Using bibliometric analysis based on the Scopus database for the period 2000 to 2025, this study systematized and clarified the overall landscape of scientific research related to the supply chain of bamboo products in general and bamboo and rattan weaving products in particular. The results reveal that publication trends in this field have seen a significant increase since 2022, reflecting a global shift in research priorities toward sustainable development, climate change adaptation, and product life cycle management.

Keywords analysis conducted using VOS viewer identified two closely related research clusters: (1) a group focusing on sustainable development and the life cycle of bamboo products, and (2) a group related to carbon emissions and environmental factors. However, the findings also indicate the absence of keywords associated with cultural industries or cultural values, highlighting a clear gap in international research concerning the connection between traditional craft villages, and indigenous cultural values.

Based on these findings, the study emphasizes the urgency and academic potential of proposing a new approach: developing a bamboo and rattan supply chain integrated with cultural industries, aiming towards a circular economy and carbon emission reduction targets. This interdisciplinary approach links the pillars of economic, social, and environmental development, particularly suited to Vietnam, where bamboo serves not only as an eco-friendly material but also as a symbol of cultural identity and community heritage.

This research can serve as a strategic foundation for subsequent studies and provide a scientific basis for policymaking in the development of traditional craft villages associated with green transition, experiential tourism, and the preservation of intangible cultural heritage. In the context of globalization and sustainable transformation, integrating the cultural industry perspective into the design of the bamboo and rattan supply chain emerges as a long-term strategy that simultaneously generates economic, social, and environmental benefits.

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