

PROPOSAL COVER

1. Project Title

Traditional Aquaculture associated with Experiential Tourism model in Cat Ba Biosphere Reserve

2. Team Name

Nori

3. Team Member's Name

Le Xuan Ngoc Mai

Tran Quoc Hoan

Lai Vu Hoang

PROPOSAL FRAMEWORK

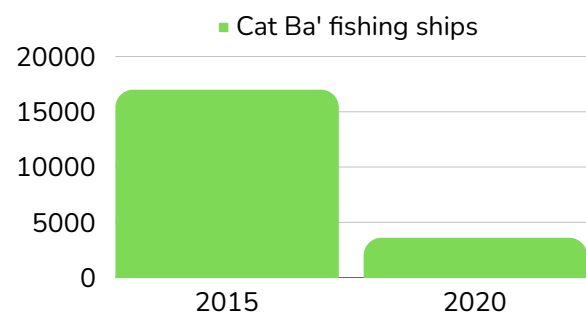
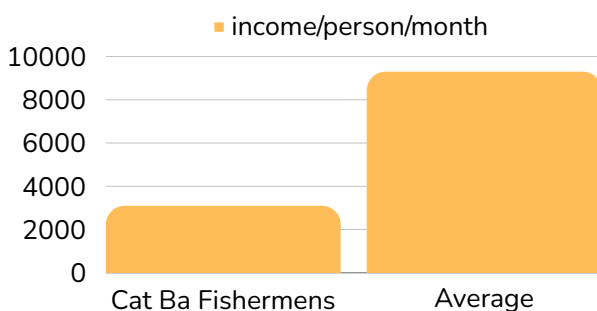
I. THE BIG IDEA

1. Project background and context

- **Project location:** Lien Minh Fishing Village of Cat Ba Biosphere Reserve. The village has about 300 households, mostly living on fishing and aquaculture
- **Main beneficiary:** Old fishermen with low income in Lien Minh Village
- **Problem statement:**



Lien Minh tradition is getting disturbed by the burden of decreasing near-shore fishing, due to aquatic resources depletion.



Source: Department of exploitation and protection of aquatic resources

Without a stable way to make a livelihood, they can not continue this lifestyle and their culture will soon be forgotten.

2. Project objectives include:

- **Vision statement:** Promote tourism and fishing model to limit pollution, preserve cultural heritage, and be replicable
- **Goals:**
 - Build 1 booth with eco-friendly products to replace disposables
 - Support 3 elderly fishermen in Lien Minh village to boost income
 - Educate 30 Cat Ba students on fishery tradition and environmental protection

3. Project approach and methods

Project approach:

- Integrating experiential tourism with the fishermen as guide, focusing on their culture to attract tourists

- Tourists can recycle items in DIY and bring them home as souvenirs and grow water-filtering cartilage algae. These activities will also help fishermen and tourists to interact closely and the fishermen can introduce local traditions stories or folklores
- Hosting a field trip for 30 students in Cat Ba to visit the fishing village to learn about culture. They will have recycling contest, and their product will be decorated in the village.

Digital incorporation:

- **Benefit:** Spreading the impact of cross-border projects so that everyone in the world can have access to and understand the culture of Vietnam
- Set up FB & IG account to promote the Lien Minh fisherman village beauty & raise awareness for project
- Inviting influencers promoting our activities in travel FB groups, calling green tourists to come here

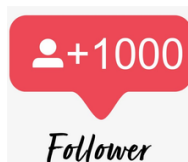


1 video + 2 image posts/week

4. Project Impacts



Less plastic
More green



Follower



reach project
information

II. THE PILOT

1. The Pilot Project

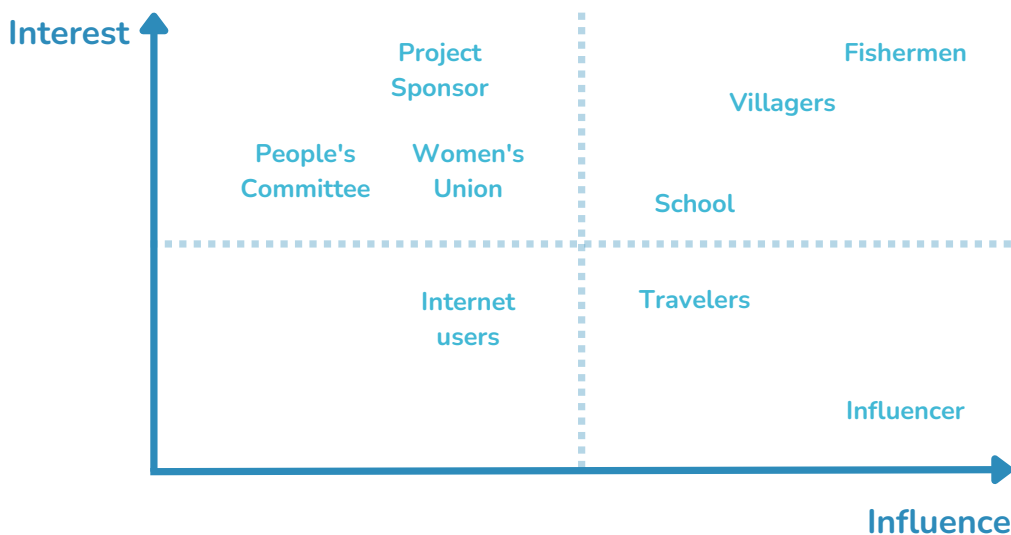
- Contact fishermen families in Lien Minh fishing village, create cooperation plan
- Teach fishermen DIY skills, plant seaweed
- Set up DIY booth for visitors to buy recycled products, make crafts
- Establish online media channel, document project stages
 - (1) before the project
 - (2) when setting up booth
 - (3) visitors
 - (4) after 6 weeks of the project

- Communication & introduction to Cat Ba primary school (~300 students)
- Conduct pilot phase, gather feedback for model improvement
- Compile report with results, lessons learned, and future steps

2. Pilot Project Timeline



3. Stakeholder Mapping



4. Budget Plan

