

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



*Nori team*

# THE BIG IDEA



## Background and context

- **Location:** Lien Minh Fishing Village of Cat Ba Biosphere Reserve
- **Main beneficiary:** Old fishermen with low income in Lien Minh Village

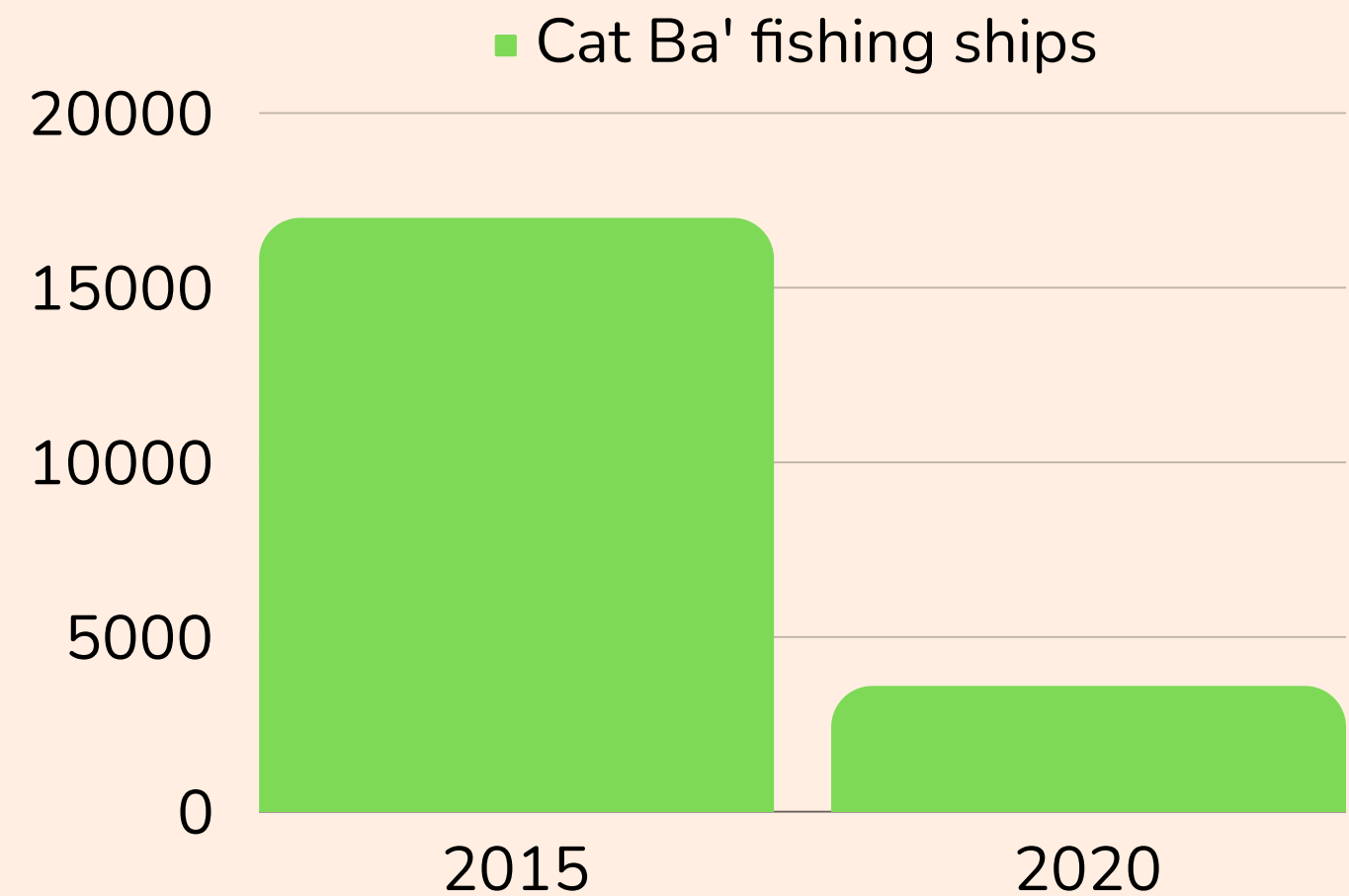
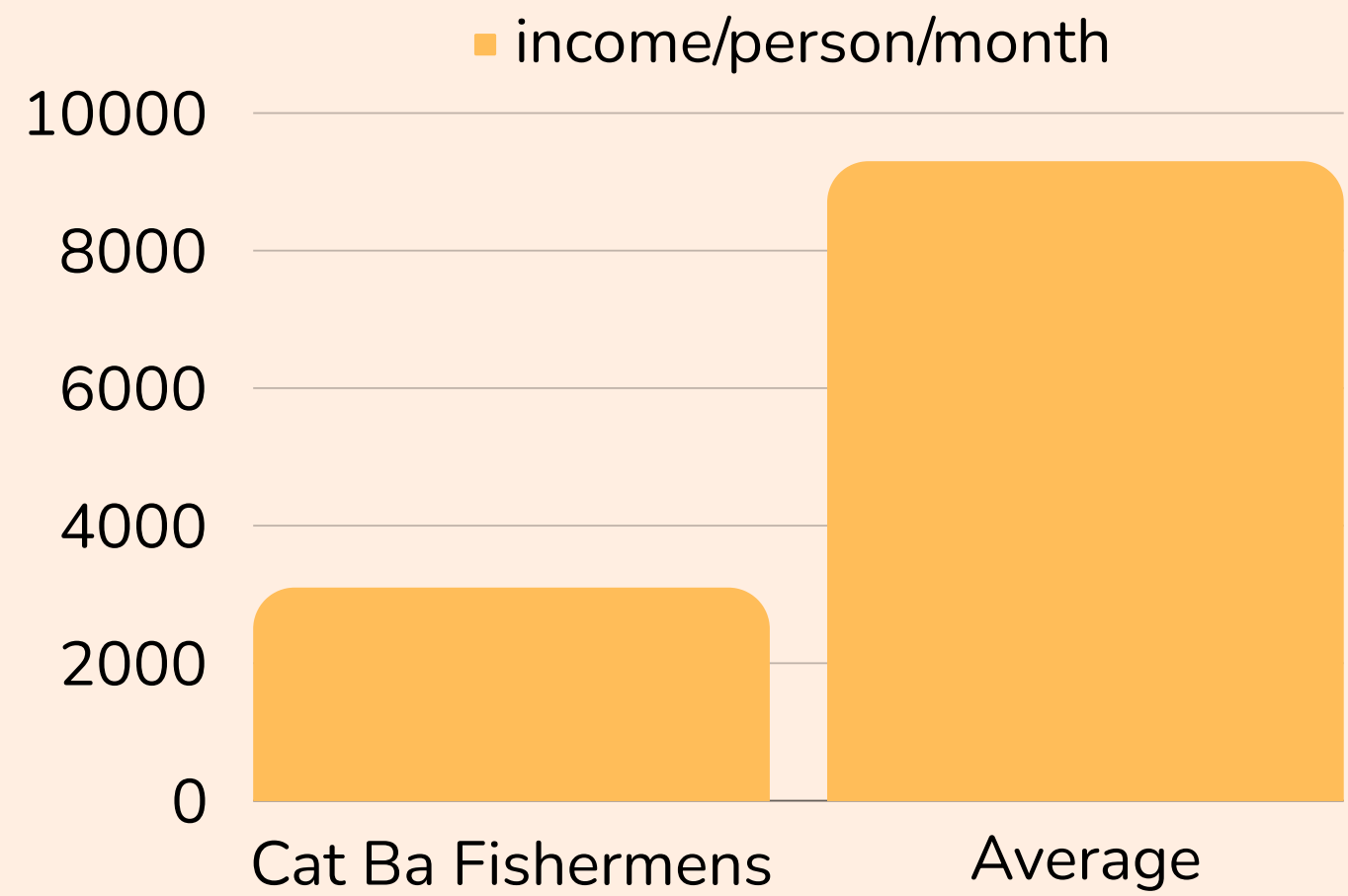


# Background and context

- **Problem statement:**

Young individuals are giving up on fishing

Traditional fishing culture will soon be forgotten



Source: Department of exploitation and protection of aquatic resources

# Objectives

## Vision statement

Encourage a tourism and fishing model to reduce pollution, protect cultural heritage, and be easily duplicated.



## Goals

1 booth

with eco-friendly products  
to replace disposables

3 elderly  
fishermen

be supported  
to boost income

30 students

be educated  
about fishery tradition and  
environmental protection

# Approach and methods

## Approach

Experiential tourism integrates fishermen as guides, focusing on culture to attract tourists

Tourists engage in DIY recycling, taking souvenirs home and growing seaweed

Activities foster close interactions between fishermen and tourists, sharing local traditions

Hosting a field trip for 30 students in Cat Ba to learn about culture through a recycling contest and village decoration



# Digital incorporation

## FB & IG channels

Applications are interconnected  
can effortlessly drive traffic

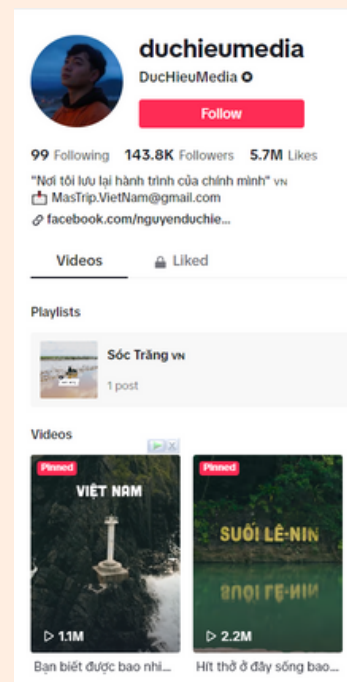
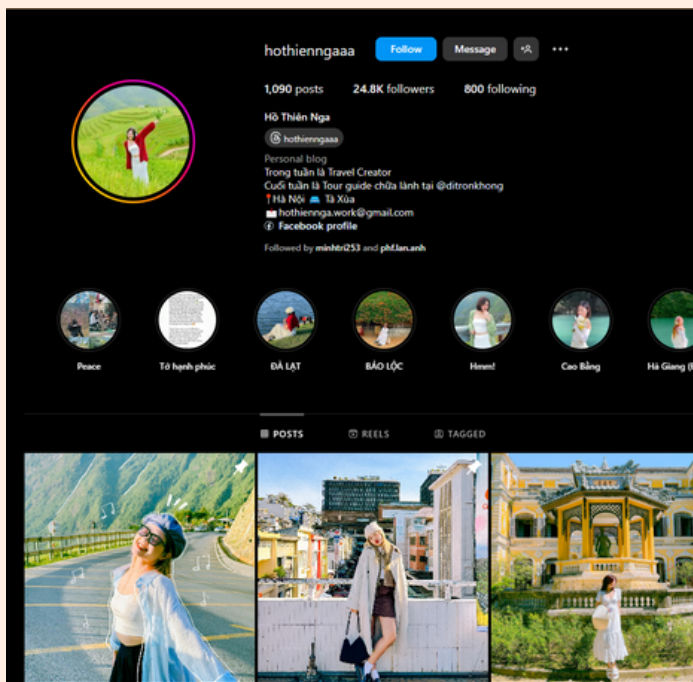


1 video + 2 image posts/week

- (1) before the project
- (2) when setting up booth
- (3) visitors
- (4) after 6 weeks of the project

## Influencers

Invite friends who love travel to  
promote our tourism activities



## Green communities

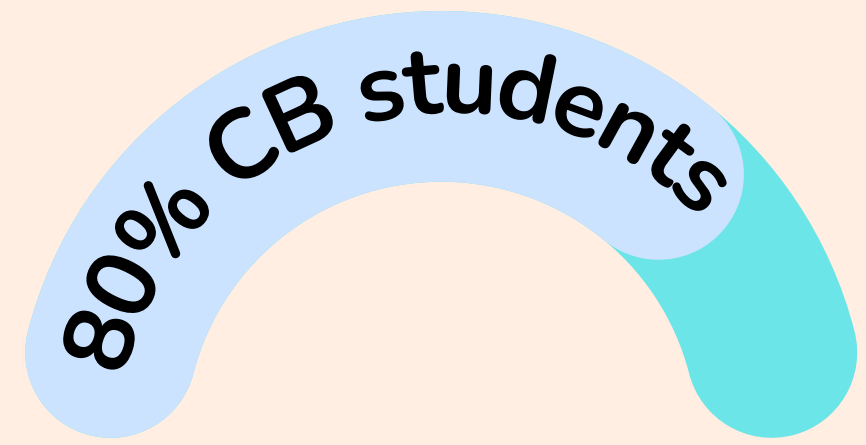
Sharing the story of the project  
in travel FB groups, calling  
green tourists to come



# Project Impacts



Less plastic  
More green



reach project  
information



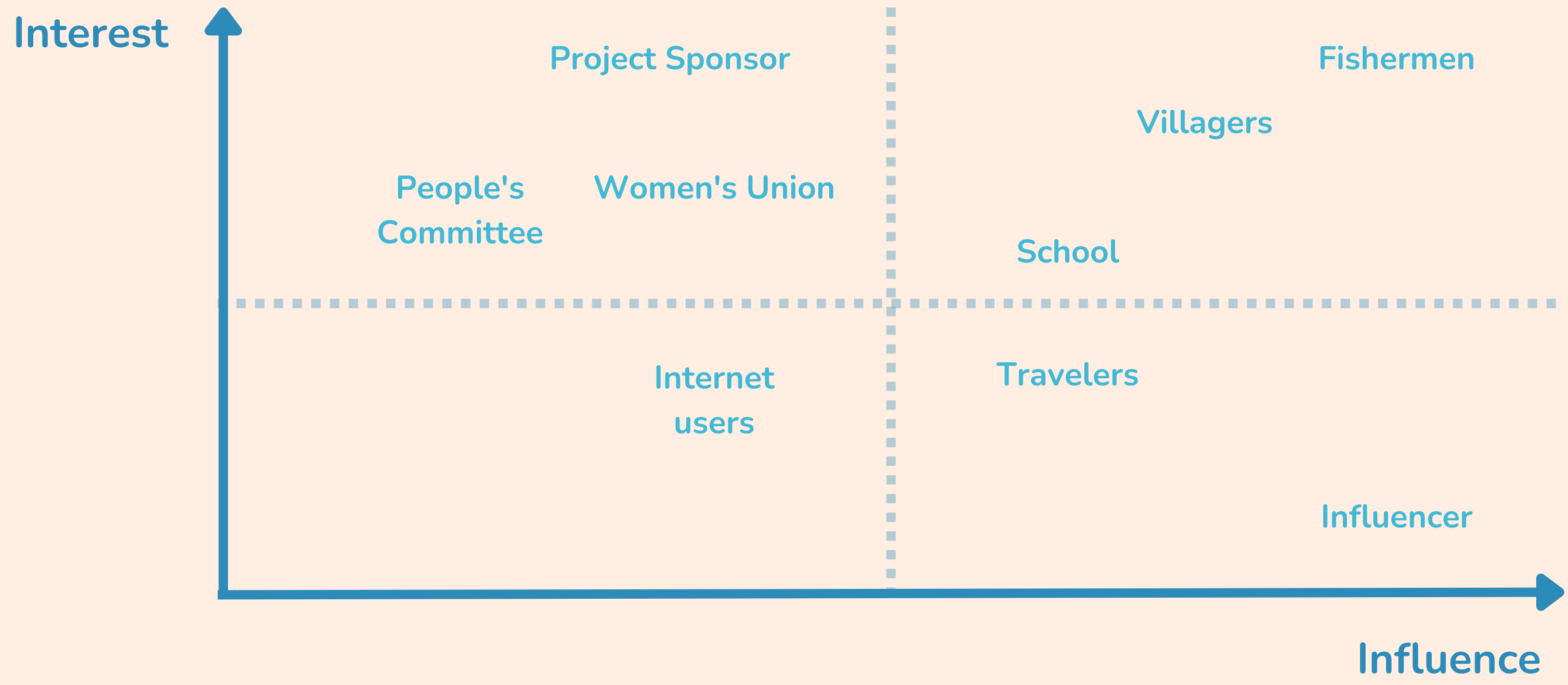
# THE PILOT



# Timeline



# Stakeholder Mapping



# Budget planning

Project/Initiative	Value	Percentage
Competition (booth, recycle contest material)	€600	60%
Marketing (make promote videos, print poster & flier)	€200	20%
Training activities for local people (how to do DIY items & planning seaweed)	€100	10%
Travel & accommodation	€100	10%
<b>TOTAL</b>	<b>€1000</b>	

*Thank You*