

ARCTISEN

Culturally Sensitive Tourism in the Arctic

1.10.2018-30.9.2021

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Project partners come from Finland, Sweden, Norway, Denmark (+ Greenland), Canada and WINTA from New Zealand.

Lead partner: University of Lapland, Finland

Associated partners are, for example:

- Local tourism actors from every project country
- Destination management organisations
- Indigenous organisations
- NGOs

Total project budget approx. 1,5million €



[Image: Wikimedia](#)



Northern Periphery and
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WHAT ARE WE CONCENTRATING ON?

The project
'Culturally Sensitive Tourism in the Arctic' – ARCTISEN
develops a support system for
start-ups and existing small and medium-sized enterprises
offering innovative tourism products and services.

Indigenous and other local cultures.





Cultural sensitivity
is a new concept in tourism development
and the novelty of ARCTISEN lies in it.



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CULTURALLY SENSITIVE TOURISM



LOCALITY

Things are discussed together at local level with many stakeholders

RECOGNITION AND RECIPROCITY

PERSONAL INTERACTIONS AND FACE-TO-FACE DISCUSSIONS

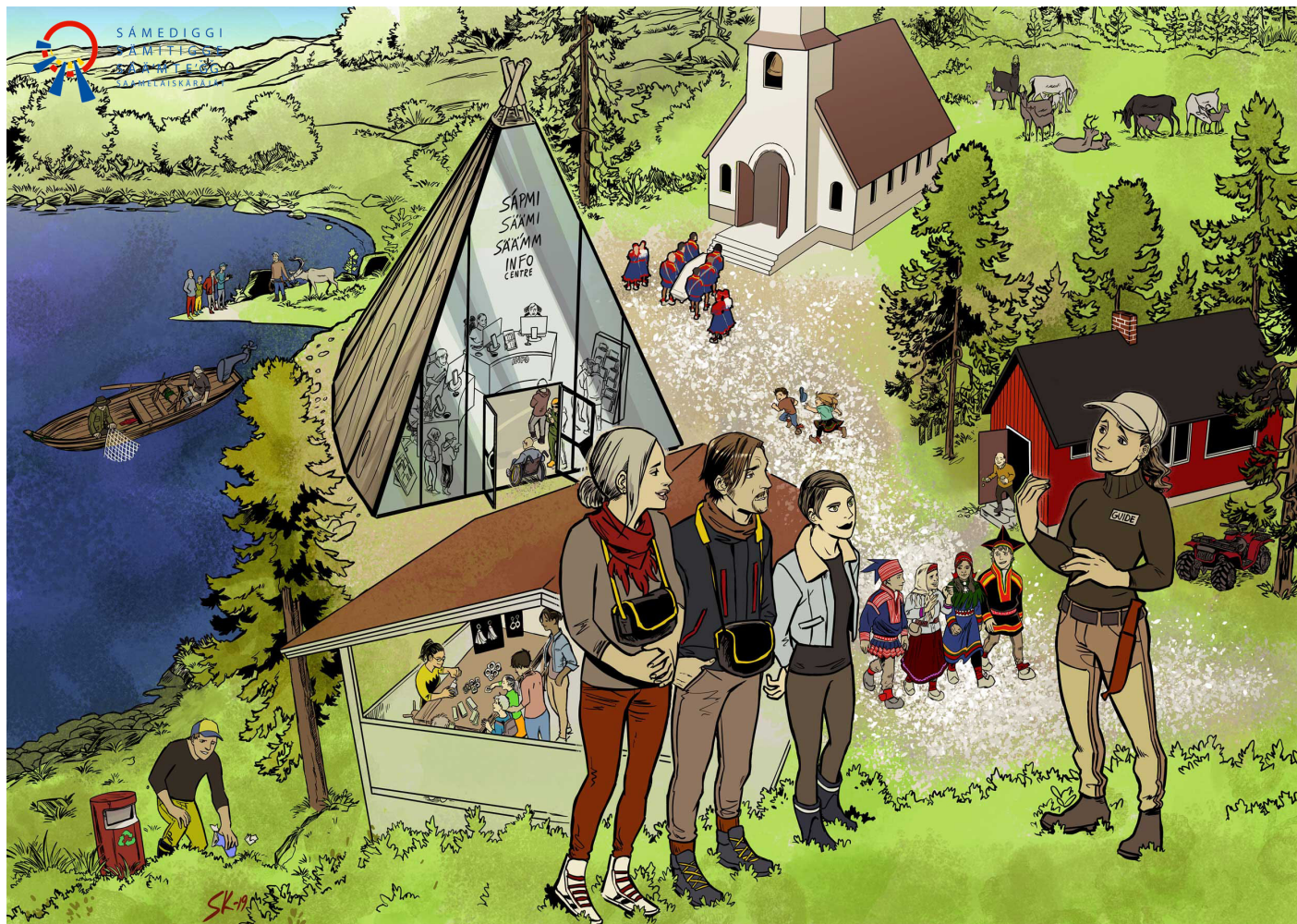
RESPECTFUL ENCOUNTERS

DISCUSSING AND LISTENING

CULTURAL KNOWLEDGE

Real interest and willingness to learn from other cultures

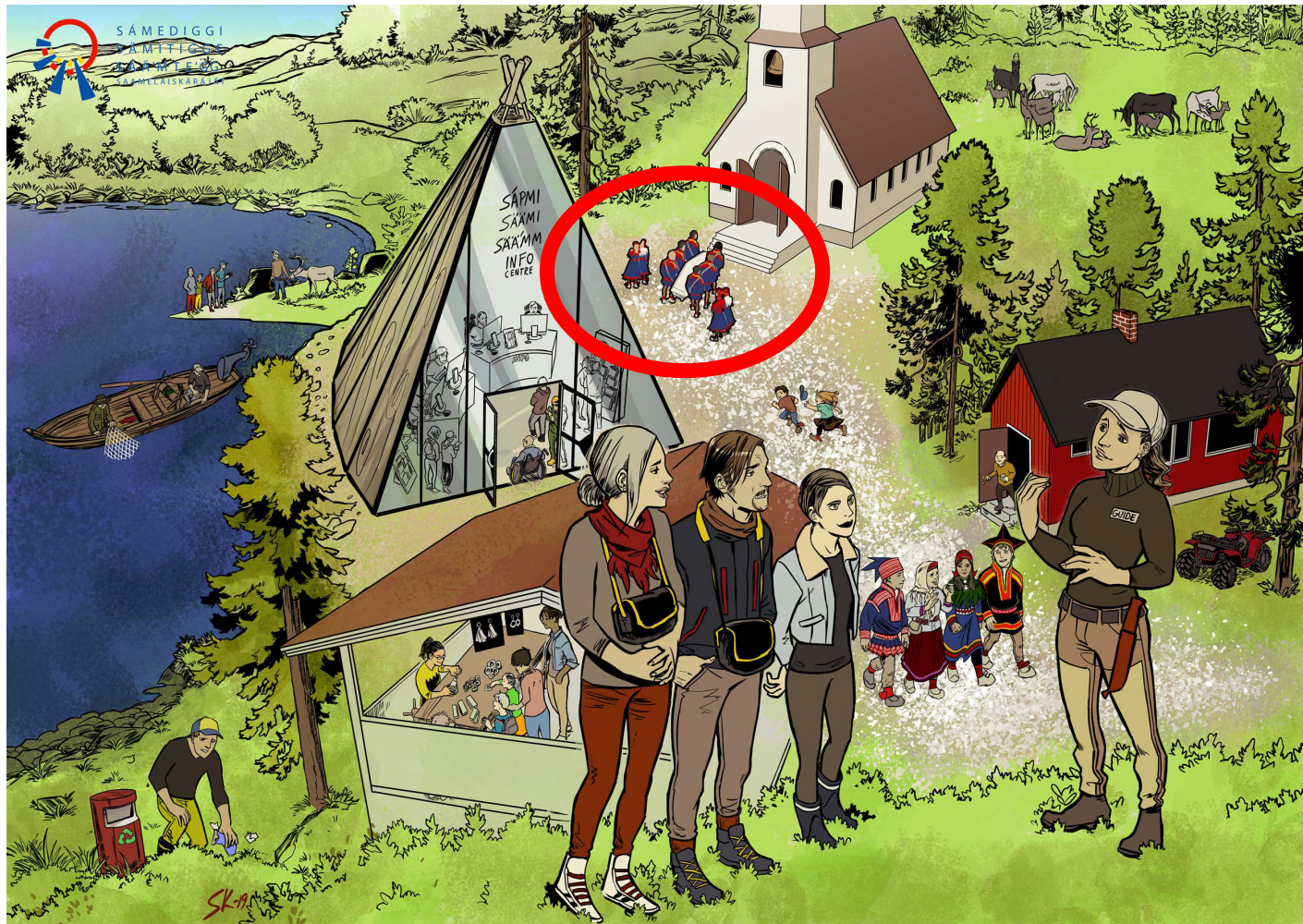
COCREATING

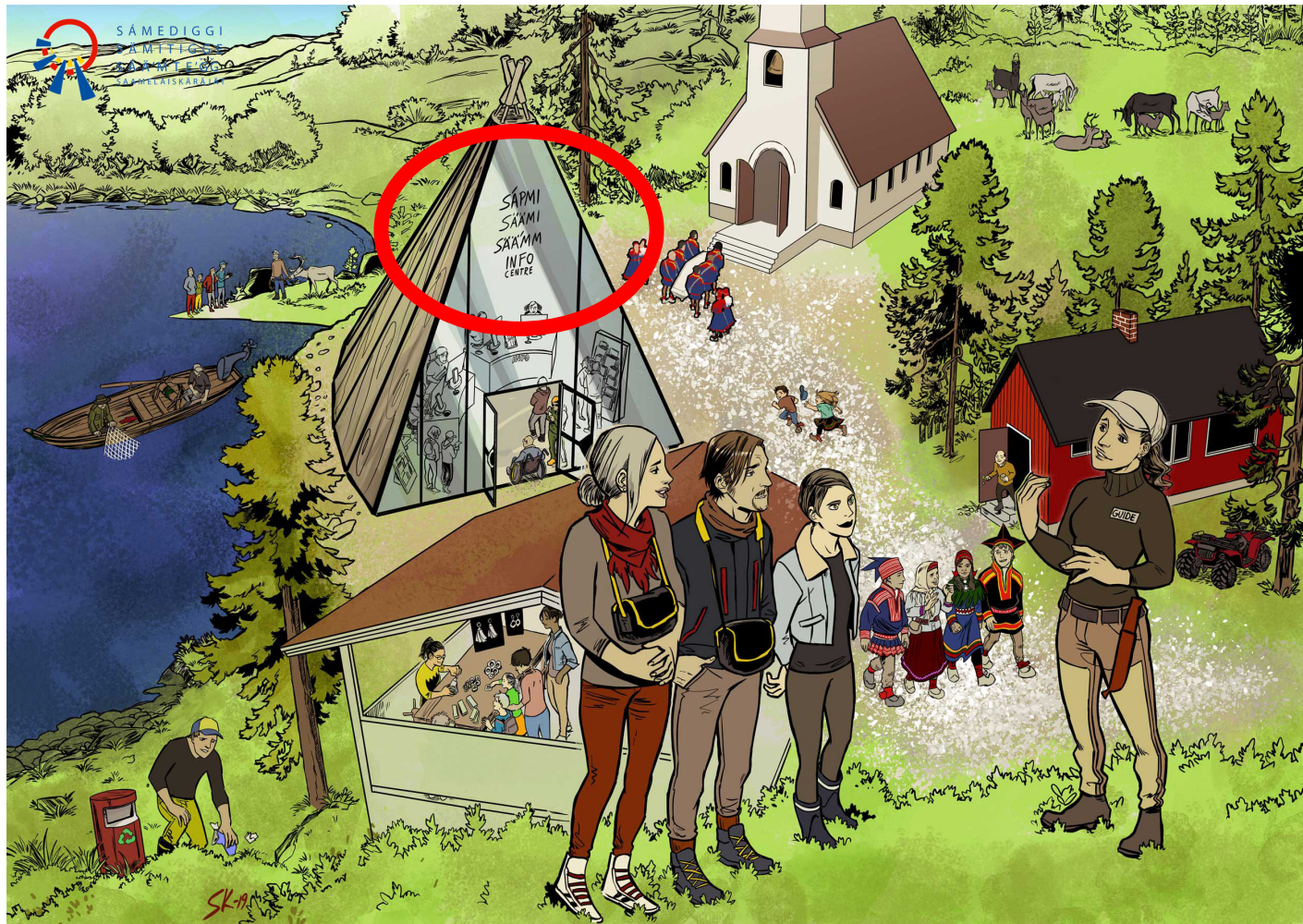


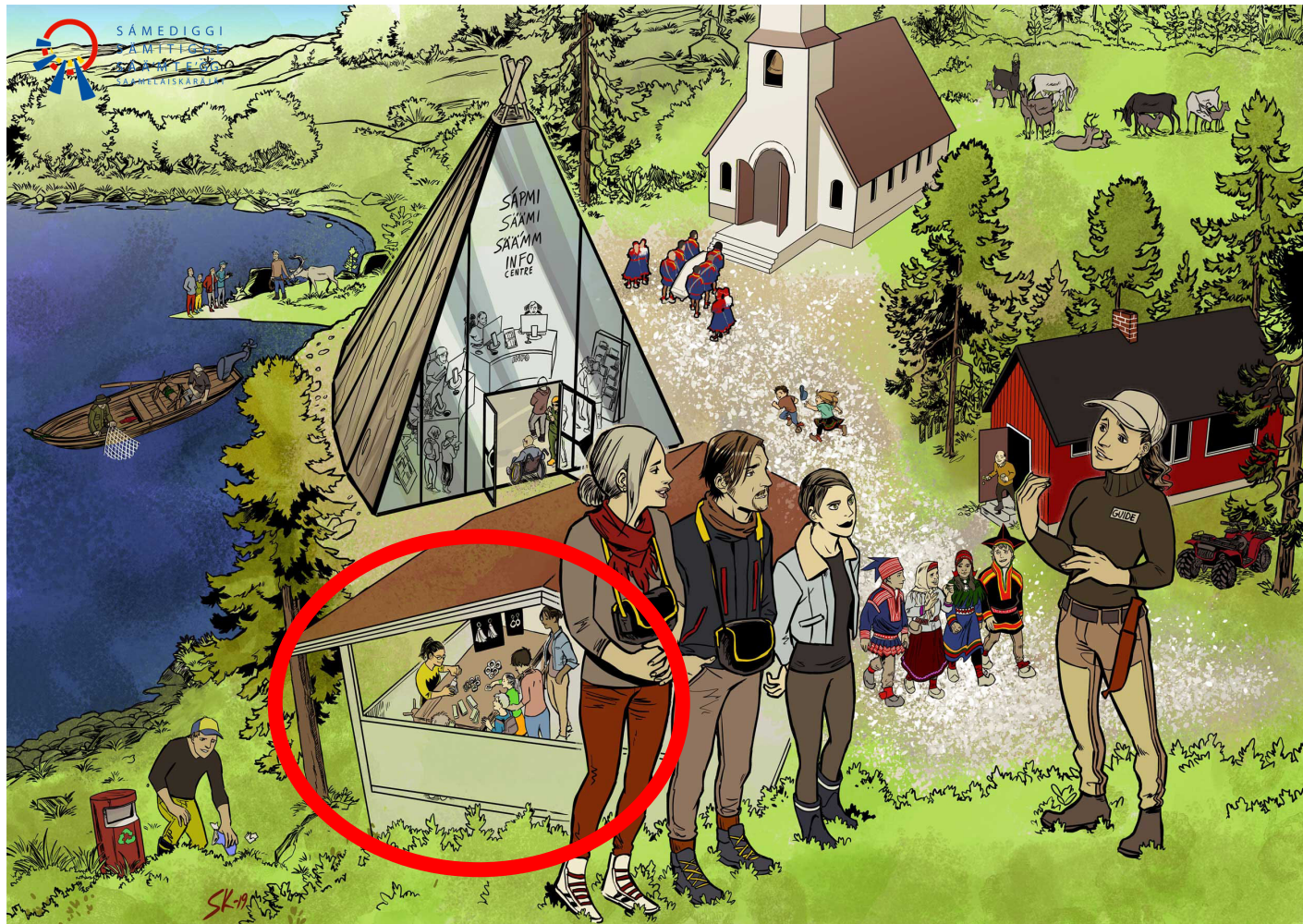
THE FUTURE WE WANT

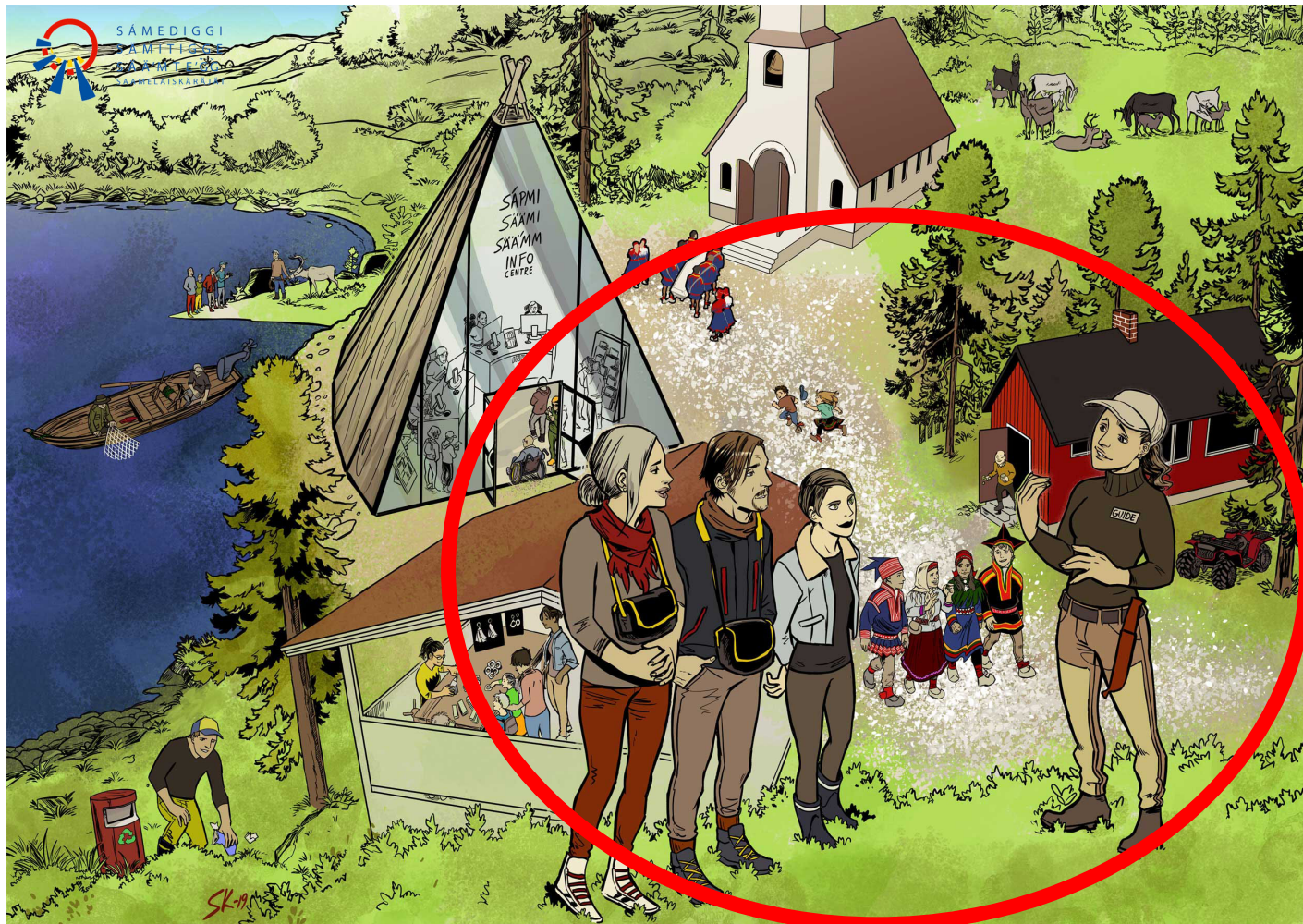
ETHICAL
GUIDELINES OF
RESPONSIBLE
SAMI TOURISM
MADE BY SAMI
PARLIAMENT OF
FINLAND, 2018

ILLUSTRATION
BY SUNNA KITTI











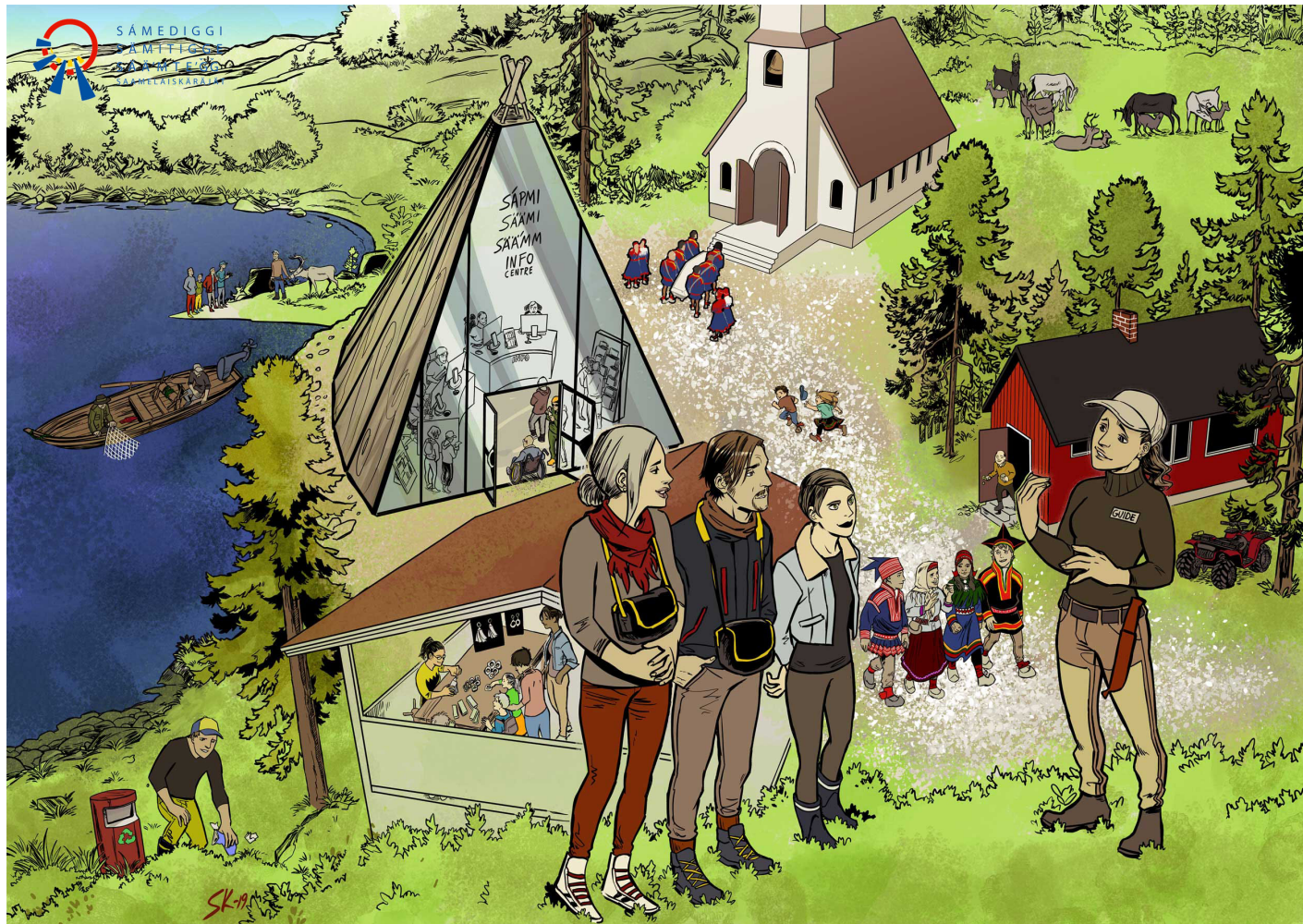
THE
FUTURE
WE DO
NOT
WANT











WHAT NEXT?



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Storytelling can help to tell about local cultures and our land. We should use more storytelling to diversify and enrich our activities.

Nature is still the main attraction in Arctic areas and window to our past. Maybe we could use **Arctic nature and its special lights** as sources for inspiration in photographing, painting, healing.

It would be great to learn more about marketing, for instance, in **social media**. Today it seems like influencers are important actors in marketing.

How should we market our **beautiful, authentic and small destination** so that it differs from others? We should probably be better at communicating that here the groups are small and we have always time for our guests.

We want to concentrate on products and services that are based on **our own muscle-powers** – we need guidance to find the right customers for that.

There are tourists who would love to **sleep outdoors**, in the wilderness, but they need help in doing that.

We need some kinds of **courses** that will enable **seasonal tourist guides** to share correct knowledge about Sámi and other local cultures. Even more, we would need **professional guides**, who feel comfortable about what they are telling.

What we really need here is **modern and updated information about Sámi culture**. Some kind of brochures and material that tourists can take with them when they leave, or read digitally afterwards.

Benchmarking and learning from others is an easy way to co-create and co-develop together. It also allows us to learn about our own businesses.

Home-visits are something that tourists are looking for here. Nevertheless, we do not know how to turn home-visits into viable products and would need guidance with that.

We should build tourist experiences around **simple, mundane things**, such as ice-fishing, washing carpets, cooking food or knitting.
We just need a little inspiration how to turn them into products and services.

We have more nature-based events than those based on local culture. Perhaps we could be offer **new cultural events to both locals and tourists** and this way offer a new chance to interact with each other?

We need products that are based on **our values**, not on weather conditions.

Indeed, the biggest professional challenge for me is to develop **cultural tourism products**.

Handicrafts are an excellent way to learn about Indigenous culture. Handicrafts can be made together in workshops or during home-visits. And tourists are interested in buying authentic products as souvenirs.

Tourism stakeholders' ideas for tourism product and service development

We should not forget that we also have **domestic tourists** here. What kind of cultural products and services can we offer them?

"ARCTISEN (...) is very interesting as it is based on our culture in conjunction with experience economy and entrepreneurship. **We expect the project to help us and tourism companies develop new products and services in tourism that will highlight our culture and identity. ARCTISEN must help ensure that we can continue to be proud of our culture, history and way of life, and at the same time create a framework for making money enough to live off**"

ACB



HOW TO KEEP ON TRACK WHAT IS HAPPENING IN OUR PROJECT:

Follow us in social media



arctisen@ulapland.fi

<http://sensitivetourism.interreg-npa.eu/>

THANK YOU!

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