

TRIP DOWN MEMORY LANE!

TAKE-AWAYS FROM THE 2021 ARCTISEN

ONLINE BENCHMARK TRIP TO NORWAY

On the 26th of April we started off the benchmark series with a trip to Northern Norway.

We welcome you to enjoy the shared experiences and souvenirs we brought home from this online trip.



TRIP DOWN MEMORY LANE!
**CULTURES AND
ENTREPRENEURS ON
THE MOVE**



More info:
<https://samicultures.com/TheJohtitProject>

Hilde Bjørkli, director of the regional destination management organization in Northern Norway, Nordnorsk Reiseliv (NNR), welcomed the nearly 40 participants from Canada, Denmark, Finland, Greenland, Sweden and Norway, that joined the event, through either the Johtit or ARCTISEN project.

Hilde described that Sámi tourism in Northern Norway is characterised by change and tourism entrepreneurs have their own ways of using the rich Sámi culture in tourism products and services. Then, Hilde handed the microphone to Arvid Viken, emeritus professor at the Department of Tourism and Northern Studies, the Arctic University of Norway (UiT). He discussed how the ARCTISEN project has been searching for a culturally sensitive orientation toward others and otherness and concluded that we can move away from stereotypes by focusing on the dynamic nature of cultures.

After these interesting introductions, we transported ourselves to Karasjok Camping and Inga Sámi Siida.

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**CULTURES AND
ENTREPRENEURS ON
THE MOVE**

26th of April 2021
12-14 UTC

**ONLINE
BENCHMARK
NORWAY:**

*Representing culture in Arctic tourism:
Moving away from stereotypes*

During the digital workshop,
the diverse ways of how culture can be
represented and shared with tourists
will be introduced and discussed.

Share your thoughts and experiences,
and connect with - and learn from
fellow tourism entrepreneurs in the Arctic.

TIMETABLE

14.00
Welcome
Hilde Bjørkli - Johtit project & Arvid Viken - ARCTISEN project

14.20
Visual intermezzo (videos by Trond Anton Andersen)

14.25
The voice of entrepreneurs: Silje Halonen - Karasjok Camping
- conversation with tourism entrepreneur from Northern Norway

14.35
Breakout session 1: "Cultural Sensitivity, what is it to you?"
(with introduction by Camilla Brattland)

14.55
Discussion of session 1 in main room (facilitated by Camilla Brattland)

15.10
The voice of entrepreneurs: Laila Inga - Inga Sámi Siida
- conversation with tourism entrepreneur from Northern Norway

15.20
Breakout session 2: "Stereotypes in tourism, move away from or need some?"
(with introduction by Camilla Brattland)

15.35
Discussion of session 2 in main room (facilitated by Camilla Brattland)

15.50
Camilla Brattland with closing words

16.00
End

Get ready
to be inspired on
Norway's digital studytrip.

WELCOME!

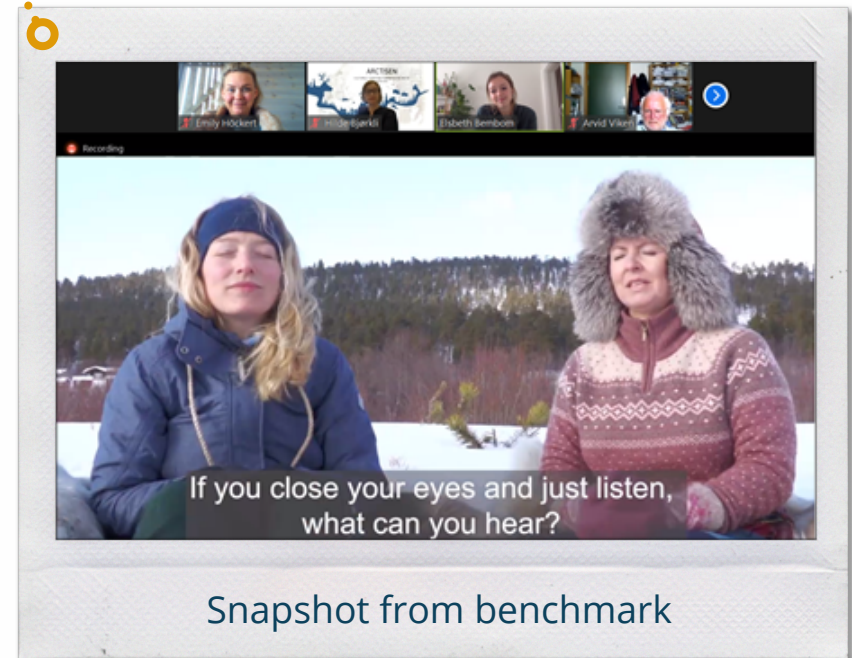




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COMPANY VISIT: MIN ÁJA – KARASJOK CAMPING

In a conversation with Hilde, Silje Halonen, owner of the company, explained that earlier she did not feel 'Sámi enough' to promote the company as a Sámi business, as she is not used to joik or to have reindeer. Nevertheless, being partner of the Johtit network has been an eye-opener considering the ways in which she values her own Sámi identity. Today, Silje feels confident to talk about her culture and recently Karasjok Camping, was re-named as Min Ája; a Sámi name that translates as Our Source.



More info:
<http://karacamp.no/>

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COMPANY VISIT: INGA SÁMI SIIDA

Being a reindeer herder family, Inga Sámi Siida started in 2009 as tourism company. After multiple requests of people close by who wanted to 'take a look' at their place where the Inga family helped reindeers to survive during winter hardship, Laila felt the urge to share this experience with others as well. Today, aside from tourists, also other Sámi families reach out to Laila for advice on Sámi food preparation, how to prepare the reindeer skin and other cultural aspects.



Laila Inga
INGA SÁMI SIIDA

Video by Trond Anton Andersen



Photo from [website](#) by Rune Nilsen

More info:
<https://ingasamisiida.no/>

TAKE-AWAYS AND SOUVENIRS

Representing cultures in Arctic tourism

THOUGHTS:

Both hosts and guests re-create stereotypes: when locals promote themselves through stereotypes, tourists seek for these kinds of representations.

The pandemic has encouraged local travellers to search for “hidden treasures”.

Local guests can be surprised about differences within national borders.

Encounters between local hosts and guest require sensitivity from both parties.

Authenticity can be understood as sharing ‘real-life’, as sharing something personal.

Indigenous control over destination(s) as a central aspect in the Canadian Arctic.

In Swedish Arctic, an example drew attention to ‘cultural landscapes’ instead of ‘wilderness’.



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TAKE-AWAYS AND SOUVENIRS

Representing cultures in Arctic tourism

SOME IDEAS:

Stereotypes can be changed by challenging expectations – by telling alternative stories.

Online benchmark trips can make us feel connected and inspired.

Cultures are dynamic:
we need more colourful pictures of
people and nature in the Arctic.

Quote of the benchmark:

*"We can make a more colorful picture of
people and nature"*

– Nini Brandt, Greenland Outdoors –

