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Commissioner: Sami Siida

Task: Create an Activity that will Shoulder for the Off-Season

### **Hiking with reindeer herders in Seiland National Park**

Our development work is based on three parts. The first and most important is commissioned by Sami Siida. What are the foundations and values of its actions? What kind of products does it currently offer? What do they need and want?

Secondly, no tourism operator is isolated from its environment and the world. In a global world, everything affects everything. Therefore, international tourism trends must be considered in product development.

Thirdly, special features of the location are important. In what kind of environment is the product implemented and why?

Currently, Saami Siida offers reindeer herding-based restaurant services and activities. Especially activities focus on so-called easy seasons: summer and especially winter. The commissioner's wish is to develop year-round activities. This also means products for the spring and autumn seasons.

At the heart of operations and development is customer experience. It means not only what happens during the trip, but also before and after the trip. In addition to the food supply and activities, Saami Siida must pay attention to the service and the environment. These four are the core issues that need to be in order. For all the above-mentioned areas to be of high quality, they must all be in fit in terms of processes, hospitality, visuality, functionality, security and responsibility. And all of this must be done both indoors and outdoors, and year-round.

When all this is in order, it is important to invest in marketing. Even if a product is perfect, no one will buy it if no one knows it exists. The quality of marketing must reflect the quality of the product. Personality and a small sense of home-madness create a sense of authenticity, especially in social marketing, but the visual material must be of high quality and the schedule of release steady. So, there is a need for planned and professional marketing.

There are many trends in international tourism, and some of them are clear and lasting. Of these, we listed the most important for this development task:

- Responsibility
- Quality
- Safety
- Individuality
- Unique experiences – Live like a local
- Customised services

The commissioner told us that the reindeer herds stay on the island of Seiland from spring to autumn. Seiland is a National Park. The popularity of National Parks has grown very much in recent years. Their status and notoriety are high. This place-related fact, and the opportunities it brings, are definitely worth taking advantage of in product development and marketing.

We offer highly customized product, that implements all the trends mentioned above. Customization starts with defining the duration of the trip. One important basis for the price of the package is the duration of the activity. Second, the customer is offered different opportunities for what he can do during the trip. These are:

- Hiking
- Boating
- Fishing
- Camping skills
- Handcraft
- Reindeer migrating (if the time is right)
- Basic Sami language
- Cooking traditional food
- Calming down, relaxing by enjoying the moments in the nature

The last things of this list are very important part of defining the nature of this product. The goal is not to make a tight schedule, but to learn, slow down and enjoy.

As a concrete handcraft product, the customers can create a necklace of memories. Its idea is that the guide tells stories about reindeer herding, and these stories form the entirety. The guide will tell stories about the reindeer to customers. He or she will then give pieces of necklace related on stories. Customers collect the pieces and at the end of the trip they have necklace of memories.

## Summer and Autumn Season Activities Scale

Product	Labor -Cost	Financial	Sustain able	Innovative	Sami- culture	Total
Hiking with reindeer herds in Seiland National Park	+	+	+	0	+	4
Boating	-	0	+	+	+	3
Helicopter ride/ tour	-	+/-	-	+/-	-	
Handcraft	-	+	+	+	+	4
Camping building skills	-	+	+	-	+	3
Fishing activities	0	+	+	+	+	4
Cooking traditional food and delicacies (Sami)	-	+	+	0	+	3
Experiencing the fantastic moment of the midnight sun in (Seiland where the reindeer locatied) with campire (grilling reindeer).	-	+	+	+	+	4
Reindeer migrating	-	+/-	+	+	+	3
Sami language (but only basic and short courses)	-	0	+	+	+	4
Reindeer courses (feeding,herding and taking care etc.)	-	+	+	+	+	4