



## **SAMI SIIDA CASE STUDY**

**Team 1**

Laura Aust, Lapland University of Applied Sciences

Kathleen Enage, Arctic University of Tromsø

Qamar Muuse, Lapland University of Applied Sciences

## Customer Target Group

Based on a study conducted in 2017, there are six main segments of travellers who are interested in visiting Finland. Since we could not find a similar research segmenting customers into target groups conducted in Norway, we used the one target group from Business Finland / Visit Finland which was very accurate in this case study as well: Authentic Lifestyle Seekers. This customer segment values the opportunity to know a new culture or their way of life. Top interests include experiencing the local lifestyle, culture and local events. (Visit Finland, 2017)

## Luxury Tourism on the Rise

The rising disposable income globally will boost the industry growth over the forecast timeframe. For instance, the EU's gross household adjusted disposable income was equal to around 72.7% of the value of gross domestic product (GDP) in 2019. People are focusing on spending more on luxury and convenience to ensure a comfortable yet high-quality tours to international destinations. The new generation of demanding and well-educated travellers will support the luxury tourism industry growth.

Europe's solo luxury tourism market size was worth around USD 2.5 billion in 2020. The number of searches for "solo travel" increased 131% on Google from 2016 to 2019. The rise in the number of individuals preferring solo luxury tourism to accomplish the purpose of their tour without distractions or interruptions is likely to drive the regional demand. (Global Market Insights, April 2021)

## Redefining Luxury

New Meaning of Luxury was identified as a strengthening phenomenon as such, meaning that luxury is, in addition to expected material qualities, more strongly about intangible experiences that are authentic, exclusive and tailored. Material wealth and possessions is less emphasised. This has to do with experience more phenomenon where consumers are prioritising experiences over things. They engage directly with a product or service and in return, they receive an enhanced

and unique interaction with the brand. Consumers are seeking out authentic experiences that suit their individual tastes, preferences and lifestyles. Luxury also includes the idea of meaningful travel: immersive, personalised experiences that enrich the life of the traveller and meet the needs of self-actualisation and learning. Luxury experiences are still to do with material things too: the travel products and services need to be materially and experientially consistent and coherent.

### Indigenous Tourism

While Indigenous tourism affords Indigenous peoples opportunities to influence broader discourses of indigeneity, it also binds them to categories created by the dominant society through the imaginary (such as “primitive,” “childlike,” and the like), making it unclear exactly how much room there is to redefine and assert Indigenous ontologies within the consumptive supply-and-demand context of tourism (Bunten, 2018).

Additionally they play an important role in combating climate change. By providing tourism products and services, through their lifestyle and stories, they evoke feelings of love, appreciation and respect for nature leaving guests feeling the same to some degree.

### Ethical Considerations

Ethical considerations have been considered in making the product. Today, colonial vibes in the travel media in our day to day is apparent and can easily be consumed. Worldviews do not arise spontaneously, but are shaped by the cultural processes of socialisation (Hewitt, 2000). In other words being mindful of broad generalizations and assumptions is imperative because they can change or erase people’s realities. Therefore, The use of phone will as much as possible be limited as the focus of the journey is to disconnect. However the use of a trained Sami photographer will be offered as an added value to the product for guests to enjoy the full experience.

## Sustainability

Sustainable values, investing in quality, making considered and conscious choices was seen in the workshops dominating the global travel markets in the future. Sustainability as such, though, was estimated not to bring a competitive edge for travel companies, but is more likely a prerequisite and must-have especially for the high-end segments.

Sustainability is especially crucial for the tourism industry, the vitality and competitiveness of which relies on the available natural and cultural resources, in their most unspoilt and authentic form, while at the same time being an economically significant business sector. The tourism industry and people travelling have become increasingly aware of the impact of their actions in the environment. (Business Finland, 2020)

“[...] If you really want to get to grips with Sámi culture then the **annual reindeer migration** offers one such opportunity with just a few lucky *daccu* invited to embark on an expedition that's about as close to an authentic Sámi experience as you could ever hope to imagine.” (Responsible Travel, 2021)

### The 3-nights journey at nature's speed “itinerary”

Max 6 people or more if it's a family trip

Open calendar between April 15 and May 15 spring

Autumn: Late August (When mosquitoes are gone) to mid september

Experience the Sami reindeer spring and autumn migration with Nils Henrik's family in Northern Norway. A once-in-a-lifetime experience where you can live the life of the Sami and explore the beauty of the Arctic nature.

VIP ADD ONs: Boat ride, Private chef Jack, Opportunity to slaughter a reindeer, owning a famous Sami wooden cups with names they carved themselves, if requested, a private Sami photographer.

---

## Day 1

The guests joins Nil's Henrik and his family as they start the preparation for the migration journey. Boat or helicopter ride to the Seiland island.

They will now embark on a journey following the reindeer to the Finnmark Tundra and stops at Kårhamn.

**Main activity:** Feed the reindeer, help with the herding.

Focus on the disconnection while you practice your lasso throwing efficiency.

Help cook and prepare traditional Sami food with arctic ingredients such as arctic berries, reindeer meat. Enjoy fishing and hopefully catch some halibut, cod , sei, and whatever one can find in the journey. The cooking activity/lessons will be facilitated by their own private Sami chef, Chef Jack.

Finish the evening with storytelling with the unique Sami Siida cocktail or drink your coffee on a wooden coffee mug around the bonfire while hearing stories and Joik from Nils Henrick.

Introduce guests to the activity tomorrow. Sleep peacefully in the gamma on a reindeer skin around an oven.

## Day 2

The 2nd day begins with coffee outside the gamma when the weather permits it

**Main activity:** Help feed the reindeer

Help with preparation for the slaughter of a reindeer

Slaughter of reindeer, cleaning of meat, etc.,

Chef Jack facilitating the guests in creating dishes from the reindeer meat that have just been slaughtered. Possibility to make blod pannekake.

Finish the night with stories around the fire and toast the day with the famous cocktail drink or a cup of coffee using the wooden mug.

Introduce guests to the activity tomorrow. Sleep peacefully in the gamma on a reindeer skin around an oven.

### Day 3

The day begins with breakfast and coffee outside the lavoo when the weather permits it

Main activity: Help feed the reindeer, herd the reindeer

Cleaning the slaughtered reindeer from the day before, creating Sami Duodji from the reindeer and other Sami materials with Nils Henrik's family.

This time the guests has earned their stripes by naming their own cup

The guests will cook traditional Sami food by themselves with Chef Jack overseeing the process

Finish the night with stories around the fire and toast the day with the famous cocktail drink or a cup of coffee using their now named wooden mug.

### Day 4

Prepare to go back



3-NIGHT TRIP

# SAMI SIIDA



## Day 1 : The Journey

Throw lasso with Nils Henrick  
cook traditional Sami  
food with private chef Jack.



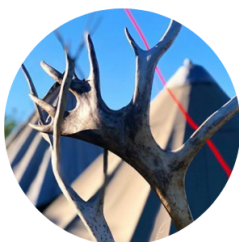
## Day 2 : The Disconnection

Slaughter a reindeer  
Make Crafts  
Cook traditional Sami food



## Day 3 : Connection

Continue the work & crafts making  
with the slaughtered reindeer.  
Naming of wooden cup



## Day 4 : The Return

Prepare to return home

## SWOT Analysis (Strengths, Weaknesses, Opportunities, Threats)

<b>Strengths</b> <ul style="list-style-type: none"><li>• Unique</li><li>• No competition close</li><li>• Superb location</li><li>• Experienced / family business</li></ul>	<b>Weaknesses</b> <ul style="list-style-type: none"><li>• Marketing especially Social Media</li><li>• Poor service in restaurant</li><li>• No accommodation</li></ul>
<b>Opportunities</b> <ul style="list-style-type: none"><li>• So many!</li><li>• Expansion eg. accommodation</li><li>• Expansion of VIP services</li><li>• Sales of actual Sami products (not touristy cheese slicers)</li></ul>	<b>Threats</b> <ul style="list-style-type: none"><li>• Dependent on VIP customers from partners (Sorisniva)</li></ul>

## Risk assessment

In Sami Siida it would be very important to have a first aid plan. Especially when services take place in the wilderness and outdoors. It would be important for customers to be provided with a short and concise information package on first aid and safety before, for example a reindeer ride. In the workplace, all workers should also have first aid skills. It would be important to continuously develop first aid skills through, for example, training and first aid courses. Customers should sign a consent form before the services. The form should include all the services offered to them. This does not only ensure the safety of the customers but also the safety of the workers and the backbone of the workplace.

## Developing the Marketing

Sami Siida currently does social media content on Instagram and Facebook in a mix of languages, including English, Norwegian and Northern Sami. Though the



language usage of all three languages is very inconsistent. By using all three languages consistently the company could ensure all potential customers are being targeted.

Hashtags engage a lot new people so finding the right hashtags that convert and are trending on the platform is major key in growing the following. After people visit sami siida and use your service ask them to share the pictures on their social media and tag you. Then sharing with their friends and family your services will eventually grow your engage and bring new customers in. One of the most important and underlooked things is how important is to post consistently and just share the everyday life and work of sami siida. The more you post the more you grow

### Review of Samisiida visit

On the first evening of the Bridge Project, we had the pleasure to visit Samisiida. The food was indeed delicious, the level and efficiency of service however was lacking in several aspects which made the overall experience lacking. With part of our team having strong background in hospitality and catering, we felt we needed to address this situation as well.

For instance, the person seated next to me had special dietary requirements and received his meal nineteen (19) minutes before the rest of the table. We understand, we were seated with the hosts at the same table, which in order of service gets to be served last, but nineteen minutes is not anymore acceptable. If he would have waited as table manners would have expected him to do, for all the others at the table to receive their dishes, he would have had the unpleasurable experience of eating cold food. And we strongly believe this is not what you want.

We felt the service staff was lacking in experience, since for example each of them carried only two plates out at the same time. One of the main tasks in food service is carrying plates. It is also one of the first things you learn working as waiter/waitress. Carrying 3 plates at a time would make service with two servers

a lot quicker. The other option is to employ more staff to ensure a well running service.

We would also like to comment on the serving arrangement of the drinks. For instance, no guest wants to get up during a conversation or not to mention during their meal to go get drinks. Especially the tight spaces between the tables made it even more uncomfortable and inconvenient to get them. As an employer this is how you LOSE money. If the waiting staff went to each table and asked for the drinks orders, customers are much more likely to order drinks. Also this is a great possibility for upselling; instead of automatically serving the house wine when a customer asks for "a glass of red wine" the server could suggest for example the Rioja since it is pairing very well with reindeer. A second and third glass are easy to be sold at the table when clearing plates as well.

An easy way to keep up with the drinks orders is by opening a tab on the cashier bill and printing out the ticket for the specific drink served and handing it to the customer at the time of serving.

Dinner is not all about the food, it is also about the experience in general. And service is a really big part of the experience. In Samisiida it really needs improving if you wish to have more returning customers.

## Bibliography

Visit Finland, 2017. Customer Segmentation.

<https://www.businessfinland.fi/490663/globalassets/julkaisut/visit-finland/tutkimukset/2017/2017-segmentation-cross-country-summary.pdf>

Global Market Insights, 2021. Luxury Tourism Market.

<https://www.gminsights.com/segmentation/detail/luxury-tourism-market>

Business Finland, 2020. Trends and Signals of Future Travel.

<https://www.businessfinland.fi/49f2a2/globalassets/julkaisut/visit-finland/tutkimukset/2020/trends-and-signals-of-the-future-of-travel-2020.pdf>