



## **BEST and PROMISING PRACTISES**

**Principles:** 6 - Educates Visitors About Local Nature and Culture

**Practices:**

- Incorporating traditional knowledge and culture
- Ensure guides are well trained
- Provide guest with educational experience

**Company:** Nutti Sami Siida                      **Web-Site:** [www.nutti.se](http://www.nutti.se)

**Region:** Jukkasjarvi-Seppero / Sweden

**Operations:** Reindeer sled safaris and traditional Sami cultural experience

### **General Summary:**

By thoroughly explaining and demonstrating cultural experiences, guest become familiar with traditional values and the close connection between local people and nature. As well, guides must be properly trained in dealing with multi-cultural differences and being able to explain and demonstrate the value or benefits of cultural diversification.

### **Operator's Testimonial / General Details:**

#### **Testemonial from: Nutti Sámi Siida i Jukkasjarvi, Norrbotten**

Nutti Sámi Siida is an event and activity company with long experience and is frequently demanded by the Ice Hotel, one of biggest tourist attractions in Sweden. They are delivering thoroughly dealt with and genuine arrangements concerning Sámi phenomena such as the reindeer, traditional Sámi food and culture.

Marit Sikku Tragardh about how their guides make the guests to want to know more about the Sámi culture and the Sámi relationship with nature:

#### **A real experience**

It has always been natural for us to work with sustainable development because we are dealing with Sámi tourism. The Sámi culture is like that and has always been that you don't leave visible tracks in nature. Working with sustainable tourism and Nature's Best is only strengthening our work towards sustainable development. Therefore we chose to work in small groups - we do not want to put on a too much pressure on nature.

The main purpose of our business is to show the guests that Sámi, then and now, have been using nature as a renewable resource. The guest is able to experience that here on the spot. That is what our products are about - to give a real picture of the Sámi and their traditions. We also want to show how you can take charge of and use old knowledge and traditions. It's important to pass on the attitude of not disturbing nature, the animals and the culture.

### **Proud guides**

The guides and the staff members must be proud of telling about our [*the Sami*] way of living and represent what our product is promising. The guide has a very important part in our arrangements - they are the ones who can make our inheritance lifelike by showing how we are working with the reindeer, cooking traditional foods, and wearing Sámi costumes. But above all, they can in a real and genuine way tell about how the Sámi are living and have been living, because they have strong connections to the traditions themselves.

We have high demands on our guides and they are used to working with reindeer, have good local knowledge, be skilful and interested in nature and the Sámi culture. They should also know the languages and like guiding and taking care of people. Some guests are ignorant and have prejudices about the Sámi traditions, such as hunting and fishing. Sometimes quite heated discussions can come up in the hut, which our guides must be able to handle in a professional way. It is very important to us to have local connections and in that way be assisting in developing the Sámi trade and industry. Our guides are locals and we buy services from other Sámi and reindeer keepers. In that way we bring more Sámi in contact with the tourists and hopefully are increasing the understanding between them.

### **The guests want to learn**

Our guests appreciate the openness of the guides and are astonished by their and the Sámi people's knowledge about nature - and want to learn from them. Of course, that increases our guide's pride in their ancestry. It compensates for all the drudgery it means to give so much of yourself all the time and to have the strength to be sufficient to all the guests - even those who are coming in the end of the season. We are improving the knowledge of the guides and the staff members by providing them with information, inviting lecturers and by organizing information days where we discuss how to improve and develop our skills and products.