



HANDICRAFT BUS

A handicraft bus invites tourists and locals to make handicrafts with a local craftsman, to look for inspiration, to buy materials, and to learn new skills. Participating in a handicraft workshop enables the guests to get in touch with Arctic cultures while visiting a destination. During a workshop, the guests can learn about the background of the handicraft being made, and how it is used. Making handicrafts together enables mutual learning and cultural exchange, which enhances cultural sensitivity among both hosts and guests. The handicrafts made together during the workshop will live on as a memory of this special inter-cultural encounter, especially if the guests can use them in their daily lives.

The inspiration for these kinds of buses comes from Finnish Lapland, where Sámi Duodji's bus has facilitated Sámi handicraft courses in different villages in the Eastern parts of the region.

GROUP SIZE: 1-8 guests

DURATION: 2-6 hours

AVAILABILITY: all year round

FOR WHOM: Local people and guests – of all ages – interested in local handicrafts and traditions

WHAT IS NEEDED FOR THE PRODUCT



- Bus or another suitable vehicle and driver
- Workshop instructor with knowledge of handicrafts
- Materials for making the handicrafts
- Instructions for different kinds of groups
- Tools and other equipment needed for making the handicrafts

EXTRA SERVICES



- Coffee, tea, or other beverages, sandwiches, or another snack, preferably made with local ingredients

TO BEAR IN MIND



- Where does the handicraft making take place? In the bus, in an indoor space, or outdoors?
- Locals may be more skilful in making local handicrafts than tourists, which should be considered if they are participating in the same workshop
- Estimate how long time each step can take, to ensure finishing the handicraft item on time
- The handicraft items to be made should fit the skills of the participants (not too easy and not too difficult to make)
- Inform the participants about the handicraft techniques before booking
- Plan how you create a connection between you and the guests
- Plan how much the guests can interact with each other
- Share information, examples, and stories about responsible use of the handicraft
- Ask for permission to share images from the workshop on social media
- Consider asking the participants to leave reviews from the workshop

EXAMPLES OF MARKETING CHANNELS



- Websites
- Social media channels
- Intermediaries (e.g., Airbnb, Doerz, travel agencies, tour operators, hotels, destination marketing organisations)

INSPIRATION



'Jutaava duodjibussi', Lapland, Finland