



Work Based Professional Studies: Portfolio

[Hetta Huskies, Cape Lapland]

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1.0 – Abstract

[Informative abstracts ...The majority of abstracts are informative. While they still do not critique or evaluate a work, they do more than describe it. A good informative abstract acts as a surrogate for the work itself. That is, the writer presents and explains all the main arguments and the important results and evidence in the complete article/paper/book. An informative abstract includes the information that can be found in a descriptive abstract (purpose, methods, scope) but also includes the results and conclusions of the research and the recommendations of the author. The length varies according to discipline, but an informative abstract is rarely more than 10% of the length of the entire work. In the case of a longer work, it may be much less.]

2.0 – Introduction

On the 30th May 2015 I embarked on a three-month adventure to the edge of the Arctic circle in Finland, where I completed my work placement as a volunteer for CAPE Lapland; Hetta Huskies. *Hetta Huskies (2015)* is a branch of CAPE Lapland (Centre for Arctic and Polar Exploration) and the top dog sledding company in Finland. It specializes in providing short and multi-day dog mushing tours just 300km inside the Arctic Circle (*Hetta Huskies, 2015*). Summer activities typically consist of hiking with the dogs, berry picking (*Trip Advisor, 2014*), mountain biking, guided kayak or canoe tours and bush craft courses (*Tosilappi, 2016*). As an ‘extreme sports and adventure organisation’ (*TTG, 2015*), it attracts the thrill seekers and those wanting a once in a lifetime opportunity in the Arctic landscape.

Hetta Huskies is owned and coordinated by married couple Anna McCormack (British) and Pasi Ikonen (Finnish); both of whom met on the Tibetan Plateau’s start line of the 827 kilometer Raid Gauloises 2000 when they were making their way as adventure racers (*Flyn, 2013*). After marrying, they moved to Hetta in 2005 in search of the ideal location to start a family (*Hetta Huskies, 2015*) which also included the twelve dogs that the farm began with after their kennels opened for the first time in 2008. They now have over 150 huskies, varying in breeds of which include:

- Siberian Husky
- Alaskan Husky
- Taimyr
- Nenet Laika

(*Hetta Huskies, 2015*).

The company’s assets by means of what attracts people to it, are not only subsidized by the amount of awards they have been given but also the sheer amount of experience that the owners Anna and Pasi hold. As previous adventure racers and explorers; they both have a large amount of experience in the outdoors; the ‘By hands and feet expedition across Greenland’, the BBC’s ‘SAS are you Tough Enough?’ series and a ‘Himalayan ten-day race in 2000’ to name but a few examples (*Hetta Huskies, 2015*).

The World Responsible Tourism Awards (*2015*) gave the company a Gold Award in 2015; a gift given back from tourists that vote on and put forward companies for their ingenuity to the cause of the relatively new philosophy; ‘responsible tourism’ (*Responsible Travel, 2015*). Other awards include:

- The Winston Churchill Memorial Trust Award.

- Mush with P.R.I.D.E (providing responsible information on a dog's environment) kennel certification plus.
(See Appendix 2C, i).

(Hetta Huskies, 2015).

The other nine husky guides and I were situated three kilometers from the actual farm in a two-bed flat which had a dormitory-like style with a living room, kitchen, bathroom, sauna and garden. Not much time was spent there, aside from sleeping, cooking, eating and when we were on our day off. The general timeline of the day consisted of waking, eating, travelling to work and walking the dogs before 8am, upon which the working day would start.

During the Summer, typical tasks included feeding, watering and cleaning up after all of the dogs on the farm as well as repairing any damages that may have been made overnight. Training would usually be before lunch. Farm tours were the most common request from tourists, so many afternoons would be spent delivering them in various languages. However, occasionally more exciting outdoor tours would take place with Pasi as the main tour guide for more complicated trips. Some examples are kayaking across the lakes and small rapids, mountain biking, hiking and the puppy agility course (See appendix 2C, ii for a customer review).

This report aims to provide an awareness of what my work placement was about and explain in more depth, how it has benefitted with regards to both my long term and short term academic study. In relation to the set of skills that I acquired over the course of three months, I will apply academic theory and analyze the advantages thus justifying the reasons for going on such a placement, especially with the significance that it was purely voluntary. Moreover, I will investigate Responsible Tourism Philosophy through the Hetta Huskies procedures and policies, and its worth to my studies and potential career path in Outdoor Adventure and Extreme Sports Tourism industry.

3.0 – Locating and acquiring my work placement

After starting the 'work-based professional studies' unit I began looking for a placement abroad straight away. My primary goal was to obtain a role within an African Safari company working either in the marketing department or as a tour/ assistant tour guide. In spite of this, my enthusiasm was halted because it was impossible to find a job that I did not have to pay for; let alone get a basic salary or even transport and accommodation covered. In most instances it was more than £1500 at first glance just to volunteer for a few weeks. I came across 'Husky Safaris' purely by chance by typing in 'Safari' on the search engine 'Google'. I had no idea anything like that existed before and I was hooked in from that point so I began researching companies (see Appendix 1, A) that offered Husky Safaris and sent my CV and cover letter to a number of them in November 2014. Each covering letter was unique to the resort so as to give myself the best chance of acquiring a place. (Please see appendix 1B, i for my CV and a covering letter to one of the resorts).

I was on cloud nine for a week whilst submitting applications throughout Canada, Finland, Norway and other realms of the Arctic Circle; all dreams of working on an African Safaris since forgotten. Furthermore, a few days after applying to Hetta Huskies, I received a congratulations email and their 'standard first response', which is designed to deter applicants from proceeding by being completely honest with the work that entails (See appendix 1B, ii). I knew instantly that with regard to my placement that it was abroad or nothing. My reasons were simple, I was (and still am) keen to discover new culture, language and work. My friend said that I was a Nomad. In spite of this, I had no idea what that meant and had to look it up. By definition, a Nomad is somebody who is constantly wandering, never staying in one place longer than

necessary (*Becomenomad.com, 2016*). I feel this is true in considering my travel ambitions and whilst I'm very certain that working abroad is full of mainly positives, there are the negative points to consider. Such things are; pay, working hours, location and socializing (*Wordpress.com, 2013*). Personally the pay wasn't an issue for me as I was happy to volunteer in return for free accommodation and food. In spite of this, working at least a ten hour day six days a week can be stressful and I often found employees needing a morale boost because a few felt less obliged to work hard as we were not being paid. This is the main issue with working and/or volunteering abroad as there are no minimum wage and maximum working hour standards; meaning that whilst I did not feel that my position as a volunteer was abused, it is not to say that others didn't feel this way. Location is another issue as the majority of the time you have no idea exactly where you are headed or what facilities are available. I was situated in the small town of Enontekiö. It is fair to say that aside from the other guides, I did not see another soul within the same age range as me. It was not a reason for travelling there but it would have been nice to meet other young people. Therefore, it is something that one must consider before venturing off to another country for a period of time.

4.0 – The Advantages of my work placement

According to the Graduate Market Report (2015), recruiters have stated that "...31% of this year's entry-level positions are expected to be filled by graduates who have **already worked for their organizations**, either through paid internships, industrial placements or vacation work".

This proves that employers are now weighing up the benefits of recruiting people with the necessary skill set and prior experience. The report backs this up by adding that nearly fifty percent of the employers surveyed warned that graduates that had no work experience would most likely be unsuccessful in the selection process (*Graduate Market Report, 2015*). As a result, it is now expected that most graduates have been on some kind of work placement and/or gap year. The purpose of this is so that their knowledge obtained within University can be applied to a realistic environment. It can be a literal case of skill transferal. Hard skills can be described as the academic and or 'learnt' subjects (*Han, 2016*) such as programming. Russo (2015) expresses that "...soft skills focus on attributes and personality traits", which affect your 'emotional intelligence and behavior'. It can therefore be seen that soft skills can be improved through practical application; or in other words through a work placement, hence proving the advantages completing a work placement gives. Russo (2015) strengthens this argument with the use of CareerBuilder's (2014) survey where it was found that "...the vast majority of employers – 77 percent – believe that soft skills...are just as important as hard skills".

In addition to this, it was also mentioned that just under a fifth of employers felt that soft skills were actually more important than hard skills. With the description of soft skills relatable to that of communication and team work I believe that I gained an advantage in doing my work placement abroad because you have the combined challenge of language and culture barriers to overcome as well as Tuckmans (1965) initial phases of forming, storming and norming (*Mind Tools, 2016*). Personally highlighting the fact that I am now much more aware of the industry pressures and what it takes to run a business, taking into account the above statistics and facts it can thus be concluded that my work placement abroad with Hetta Huskies was advantageous in keeping my ambition in check. As Salvador Dali expressed, "Intelligence without ambition is a bird without wings" (*cited by Demakis, pg. 205, 2012*).

5.0 – Work placement experience

I took on the role of ‘Husky Guide’ which involved working for 10-15 hours; six days per week. Responsibilities included feeding, cleaning and care of one hundred and fifty-seven husky dogs. In addition, we kept daily maintenance of the farm through building, painting, and keeping up groundwork and general fixes. I also had the chance to project manage, deliver farm tours in English and French, assist with kayaking tours as well as a large school group farm tour and I took over the project of sorting the dog training program. During my days off, activities included hiking, mountain biking, kayaking/canoeing and/or learning more about the Finnish culture through use of public facilities.

Recalling a personal email that I sent to a friend, it is evident that I found the first week pretty tough and even considered flights back to the UK. However, I later decided that it would be a bad financial decision and that ultimately I would feel like I had failed if I were to quit in the first week. In review, I am relieved that I stuck it out because by the end of the first week, I loved it and even had a list compiled of my favourite dogs, all of which changed by the end of the three months of course! The reason for the emotional turmoil was mainly due to the massive contrast in culture. I had never experienced living with people that I’d never met before and was used to constant internet access. The fact that I had no way of communicating besides pen and paper added a lot of stress as paying bills, communicating to university, friends and family as well as my Army Careers Advisor made me worry a lot. Aside from those issues, I think personal ego was an issue as well because I am someone that doesn’t like to fail or do badly at tasks so when I struggled with preparing the evening feed as well as feeding the dogs (which is a lot more complicated than you would initially think), I found it hard and took a personal beating. I think I felt like a competent member of the team after about three weeks as I knew people’s personalities more and had the chance to develop a routine.

Volunteering at Hetta Huskies challenged me emotionally, socially, physically and intellectually. I worked hard on the farm carrying out handy work and general maintenance and care of the dogs every day, creating emotional bonds with not only the dogs but the other guides as well as with Anna, Pasi and their son; Eliel. I lived and worked with the same people every day for three months with the addition and subtraction of guides; every goodbye was difficult and every hello was another positive challenge. I left understanding that I am actually a lot more emotional than I let on, even to myself, especially when put under the pressure of tasks or the loss of life. Nevertheless, what provided aid in developing academically was being pushed intellectually through the use of different languages (including computer coding to develop websites), being given the chance to project manage, the training of new guides, even perhaps when I felt I still did not know enough. Even so, I could go on naming all of the things that I learnt and still will not get everything down. It made my academic studies a step towards what I want to achieve ultimately in life (to own my own business in extreme sports tourism). Overall I acquired the skills needed to push on through difficult times, to be able to work hard without needing a reward or some kind of encouragement and to open my mind to every kind of possibility so as to not set my sights on the top of a mountain when in fact I could try and go further than all of the three valleys, and further than that again.

Key learning – Tourism Philosophy

As part of another assessment prior to this, I presented ‘Responsible tourism philosophy’ to my peers with the use of Hetta Huskies and its role within tourism. See *Appendix 3a* for the presentation covering my work placement, which ultimately outlines a number of key learning points. Philosophy is derived from the Greek word meaning ‘love of wisdom’ and is described as an activity by Warburton (2004, p 1-2) who adds that philosophy is a way of thinking about certain sorts of questions. Therefore philosophy can be quite vague as there is no definitive answer. Greetham (2001, p.1) sustains this by asserting that, “there are no right answers”. It consists of a series of logical arguments whether it is the creation of, criticism of a question or both (Warburton, 2004, p. 1-2). Greetham (2001, p.2) strengthens this consideration and proposes that philosophy asks you to acknowledge doubt and ambiguity, and explore further than the limited confines of putative opinion. This implores that, in relation to my work placement, it is acceptable to question previous opinions and standards in order to benefit personally as well as contributing to the improvement of an organization and/or company. Whilst it does not have a precise starting date Routledge (1997, p. xiii) traces the history of philosophy back to approximately 776 BC; 2,792 years ago (Sportsworld, 2012). Famous classical philosophers have been known as Aristotle, Socrates, Boethius, Machiavelli and Rene Descartes (Warburton, 2006) to name but a few.

Hetta Huskies (2015) company philosophy is, “Both the principles that the company is based upon and the operational quality that we strive for, are driven by our personal values and a belief that we are defined by what we do and that we believe in what we do. We do not accept, as many do, that it is sufficient to merely complete a task or fulfil an obligation. Every activity is undertaken to the very best of our skills, with an aspiration for excellence. We care about our customers, our environment and our reputation. Our signature is excellence”. It is interesting because it claims to be unique amongst other organizations. I remember wondering to what extent, Hetta Huskies was better than other companies. However as my training and time there developed, I realized that Hetta Huskies were confident and correct in the fact that they really are a company that cares not only about its customers but about its employees, volunteers and issues relevant to the industry too. Overall, this improves the quality of the animals present, volunteers, environment and thus the enjoyment of the clients which is provided through client feedback forms (Hetta Huskies, 2015). The importance of this company philosophy is vast because essentially, it promises to change according to user needs which can be a difficult process. On that note though, I was aware that many guides were sent on trips to various conferences, demonstrating that they were applying their philosophy of an ‘aspiration for excellence’ (Hetta Huskies, 2015). The most recent one was the Worlds Responsible Tourism Awards in which Hetta Huskies were awarded Gold in 2015 (Hetta Huskies, 2015). The advantages of this philosophy, as I learnt, are that working for Hetta Huskies could never be monotonous as the needs and wants usually change from time to time, thus meaning that they move with the times; instilling confidence in customers. It also means that employees/volunteers are less likely to become lazy which reduces the amount of mistakes made. This foretells that repeat business will occur, benefitting the company as a whole whilst promoting ethical, economical and responsible tourism issues. The disadvantage of this, as touched on previously, is that company policies and procedures will have to be adjusted in line with national as well as global issues relevant to the Mushing and Polar/Arctic exploration industry. This can be problematic with long term volunteers and/or employees as time consuming training updates (on top of other training/responsibilities) can be unsustainable in such a harsh and busy work environment, particularly in the winter months. The other issue is that the current employees may not be satisfied with the proposed changes.

I ascertained that within their philosophy as well as many policies and procedures that Responsible Tourism Philosophy was very relevant to Hetta Huskies. Mitford (cited by Clarke et al. 1996) suggested that “the barbarian of yesterday is the tourist of today”. Whilst it’s possible that this connotes that you simply have to be an outsider to a culture or civilization in order to be considered a tourist, it could also elude to the fact that tourists are becoming increasingly destructive and

uncivilized, similarly to the ancient barbarian. Clarke et al (1996, p.835-838) expresses that tourism philosophy denotes leisure activities as a characteristic of life in modern society. Comparing this to life in Hetta, it is applicable because as a volunteer, you live and breathe tourism and outdoor activities every day. Volunteers travel from all over the world to Enontekiö, Finland to live and work as a Husky Guide. Another aspect of tourism philosophy explores transitions of residency and work, examining how they produce relationships as well as tourist relationships (Clarke et al. 1996, p.835-838). After working at Hetta Huskies for three months, I am now due to go back there having made very close bonds with many people there including the owners, Anna and Pasi. Three other themes of tourism philosophy include curiosity and interest in the new environment, environmental and social issues such as animal rights or eco-system damage and finally, responsible tourism philosophy.

Chiawa (2015) identifies responsible tourism philosophy as “tourism in natural areas that meets the choices and the needs of the present and the future”. Goodwin (2011, p.5) furthers this by describing tourism as a human activity that can have consequences for the environment and that ‘every tourist builds up or destroys human values while travelling’. Responsible tourism is a relatively new philosophy that targets this issue; it focuses on roles of responsibility and the recognition that tourism is how we choose to do it (Goodwin, 2011, p.5). A more definitive answer as to what responsible tourism is can be found from Page et al (2014, p.480); “form of tourism which acknowledges that mass tourism has negative impacts for host communities and destinations, and which seeks to generate positive benefits while minimizing negative ones”. Hetta Huskies responsible tourism philosophy states that they, “...are committed to operating and travelling in a way that is culturally, economically and environmentally responsible, with a long-term sustainability focus. Sustainability requires a holistic view of our operation and its impact on the world we live in for clients, staff, local people and our animals” (Hetta Huskies, 2015).

Personally, I felt that the elements of their responsible tourism philosophy were genuinely considered as well as being used to educate clients through the use of display boards. One example of responsibility that the owners took upon themselves was to order all the rubbish and build a waste management center. This links to the recycling and anti-pollution campaigns involved in responsible tourism. Animal rights campaigns are also outlined previously in regards to the ‘M.U.S.H with Pride’ award; where all of the dogs are cared for accurately in line with legal legislation. Conversely, I believe they could do more in the way of charity. Whilst they raise awareness on site about the care and attention that HH’s dogs receive and that other working dogs are not so lucky; online campaigns could be a new link to spreading awareness. They have an adoption and sponsorship scheme for their dogs that are no longer able to work. This is a really beneficial scheme, however, I think they could do more still through online campaigning in order to find old and retired dogs home a lot quicker so that they can get one on one attention that they need. This will allow for the working dogs to receive more attention, to improve the experience overall for them, clients and guides.

Whilst the aspects of their responsible tourism philosophies were outlined in the guides training programs; personally I felt that it was dependent on the individual guide as to whether these issues were projected to the clients on farm tours or not. Whilst the physical side such as waste, animal care and pollution were dealt with in an economical way daily; educating tourists to travel responsibly and/or seek out holidays that follow similar philosophies was not as of much importance.

5.1 – Training program and skill progression

Upon arriving in Hetta, I had never even had the experience of owning a dog or working on a farm, let alone training over one hundred and fifty of them and at some point, project managing. At the beginning I was proficient in engaging with groups of people, having a high work ethic, computer software such as the generic word, publisher etc. In relation to physical skills at the end of the placement, I was competent in basic website coding, delivering farm tours in English and French, driving a quad bike and reversing with a trailer to name but a few. Management and business wise, I found myself more interested in developing my social media marketing skills, my leadership and project management skills had improved and I now have experience in training and reviewing new guides having been given the chance with two guides.

It was a team effort every day, we lived, worked, cooked and ate together. It was almost like a second family and everyone felt cared for which was brilliant. To play devil's advocate, you could turn this the other way though and suggest that being too personal could cloud judgement, thus, meaning that there needs to be a line drawn somewhere. However I don't believe this to be true for Hetta Huskies as it worked.

5.2 – Competency growth and proficiency

The benefits of my work placement are demonstrated through the heightened level of knowledge in regards to the outdoor adventure industry with a focus on responsible tourism philosophy. There is not a huge amount of difference to my CV, however, as stated earlier- undergraduate students are more likely to gain desired employment if they have work/voluntary experience (Graduate Market Report, 2015). I know feel more confident in taking groups on tours and speaking in another language which has given me the chance to try other languages which will aid in being able to work internationally. On top of that, any job in the UK seems easy going compared to what I had to do in Hetta so I have a high work ethic which will prove valuable when working on assignments within my degree.

6.0 – Conclusion

Overall HH exercised very responsible tourism having gained a gold award in the World Responsible tourism award. My three month placement was an immensely satisfying and beneficial commitment. I arrived with barely any relevant skills and left almost an entirely different (but better off) person.

The top three skills that I believe to have developed are leadership skills, knowledge of industry (in particular responsible tourism) and adaptability. I was given plenty of opportunity to lead and manage so learnt from mistakes and reveled in my positive contributions. I learnt a lot about the ethics and philosophies of a business in the outdoor adventure industry and now have an active interest in responsible tourism as well as Arctic and Polar Activities. I had to learn very quickly and take on responsibilities that I perhaps wasn't always ready for. Whilst that could be an area of improvement for the organization I also think it has made me more malleable because I am ready to tackle problems head on with enthusiasm and confidence now which means I make choices based on development, progression and profitability as opposed to choosing the quickest and/or easiest way through something.

I will shortly be heading back to Enontekio, Hetta for a short visit because Hetta Huskies made a big impact on my life and I, as a person. I will probably go back to them year on year or as often as I can afford because they were such an incredible bunch to live with. I could go as far as saying they are like family now. I find it useful being rewarded when I'm actually deserving of it and not just because it may boost employee retention as is common in Western culture. I will be given a 'returners feedback form' upon leaving Hetta Huskies for the second time which is another example of how

they really want to develop you as a Husky Guide. It has already opened many doors of opportunity; one being the decision to apply to study a Master in Tourism at the Arctic University, Alta.

6.0 – Recommendations

7.0 – For Hetta Huskies and other guides/ students

Looking as soon as possible for a work placement was the best choice I made as it allows you to explore your options and straighten out any problems, therefore I would recommend this to any students who wish to work as a Husky Guide or on any long term placement abroad in the future. This is essential because you can then plan ahead. For example, making living arrangements, savings plans etc. This is justified because not all company's pay for travel and other costs associated with volunteering. I suggest that the need to read through the small print is important; know all the details and try and find information first before bombarding the company with unnecessary emails as this will show initiative and will put the volunteer/employee on good grounds to begin their placement.

As no experience was necessary, my C.V was irrelevant when applying for Hetta Huskies. However many companies ask for them so it is important to update them regularly and be sure not to omit or over-exaggerate any information. Lees (2013) backs this up by adding that it is important that any information given needs to be authentic. If a C.V is not required then there is a high chance that you will need to fill out an application form. Be sure to research the company, look at blogs and their website or a guide manual (if they have one) before beginning. Proof reading is essential in order to prevent being weeded out of the system for stupid errors. This shows that you are committed and patient enough to take care with your application. Jordan et al (2012) also states the importance of researching a company before going for an interview as well as preparing for questions.

7.1 – For myself personally

Personally I think it is important to strive to develop these skills. In order to keep up with my French I should engage in it regularly by listening to it and practicing it in my own time. I need to make myself more available to take responsibilities and higher positions in employment as opposed to sticking to safe options that I know I can do. This will build self-efficacy and broaden my skillset. As a new philosophy in the Outdoor and adventure tourism industry, I recommend that keeping up to date with responsible tourism philosophy practices and laws in order to be in the know. This is highly important with regards to the potential master's degree should I be accepted for study in 2017. Due to the environment, there is a focus on sustainable tourism (UiT Arctic University of Norway, 2016).

9.0 – Reference list

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10.0 – Appendix

Appendix 1A: Husky Safari Company Research

Husky Safari Companies- Research and Facts

Malangen Resort: Northern Norway, Malangen Fjord.

- Nature-based activities
- Norways northern lights hotspots during winter.
- Camp Nikka: Wilderness camp in mountain region.
- Offer: Snowmobile safari, dog sledding, ice fishing, Northern lights watch.
- Cross country skiing can also be done in the surrounding areas.
- Camp Nikka (intimate group of huskies), small enough so no room for mass tourism or stress of any kind. Everybody drives own husky sleds.
- Learn how to manage your own husky team.
- Taking care of the dogs.
- bookings@malangenbrygger.no

Kakstautanen Arctic Resort: Finnish Lapland, 250km north of Arctic Circle.

- Far from everything but easy to reach: nearest airport is in Ivalo just 30 minutes away.
- Finland and Norwegian fly regularly between Helsinki and Ivalo. Not far from Northern Norway or Murmansk (Russia).
- Location: Edge of wilderness, alone road to the arctic sea. Not far from Urho Kekkonen National Park (Finlands largest national park).
- The Sami have inhabited the region for over a century.
- Environment is one of the cleanest you'll find anywhere in the world. Drink straight from rivers.
- Winter is cold and summers are relatively warm.
- Summer 1973: Jussi was on a fishing trip in Utsjoki (Finlands northern most village). He ran out of fuel on way back. He set up camp on a roadside in the middle of the wilderness. Place happened to be called Kakstautanen. For some strange reason he felt like he was home. Spent his first summer there in a tent. 2nd year, a small cabin was erected on the site. Jussi began to run a café for passers by. Year by year the business grew. Still being run by Jussi.
- Summer activities: Gold panning, horse safaris, Lemmenjoki cruise, midnight sun spotting, hiking, ATV safaris, mountain biking, mushrooms and berries.

- Winter activities: Husky safaris, reindeer safaris, snow mobile safaris, riding safaris, aurora hunting, ice fishing safaris, cross country skiing, icebreaker sampo, downhill skiing and snowboarding.
- Full name of employer: Jussi Eiramo
- hotel@kakstautanen.fi
- Core values?
- Services?
- Mission statement?
- Main location?
- Size/ annual turnover?
- Who uses this organisation?
- Other organisations that operate in this area?
-

The white circle winter experiences:

- Team work across Scandinavia for over 10 years.
- Suite 2, Netherton Park, Stannington,
- Northumberland, NE61 6EF
- info@thewhitecircle.com

Appendix 1B (i):
One covering letter, CV and LinkedIn Profile (before placement),

Rhiannan Nogan

Flat 241,
102-108 Above Bar Street,
Unilife Park House,
Southampton,
Hampshire,
United Kingdom,
SO14 7DT
Phone: 07500703421
Email: rhiannan.nogan@live.com

► **Jussi Eiramo**
Kakslauttanen,
99830 Saariselkä,
Finland.
Phone: +358 16 667100

Dear Mr. Eiramo,

RE: Work placement on Husky Farm.

I am writing to express my interest in gaining relevant experience in the Adventure sector. Having searched through hundreds of websites that offer the provision of Husky Safaris, I knew I had to contact you after reading your heartwarming tale of how Kakslauttanen Arctic Resort came to be. It is a wonderful story of a true adventurer and I would love to learn more from you. I am currently studying for a BSc (Hons) degree in Adventure and Extreme Sports Management. The course is a three year degree and an optional year in industry is also on offer. It focuses on both the business and leadership aspects of Adventure and Extreme Sports too.

The whole range of activities that Kakslauttanen Arctic Resort offer simply amazes me and I would sincerely relish the chance to work in and around gold panning, horse; snowmobile and reindeer safaris, the lemmenjoki cruise, aurora hunting and ice fishing as well as working in and around the Huskies day in day out. However I have to say that I am an avid dog lover and after volunteering for a dog's home as a morning walker in Cardiff (Wales) I know that is definitely something that I hope to be given the opportunity to experience.

I understand that caring for so many huskies is similar to training a group of athletes. It takes a lot of dedication, patience and hard work. If you believe this to be true then I would hope that you explore my linked-in profile online because you will find that I am a very well driven young woman who does not turn her nose up at the slightly disgusting but important jobs as well as staying very physically fit (as tested by the Officer Training Corps, which I am also enrolled in).

I am impressed by the work that you have done and still do. Before today I would not believe that such a treacherous car break-down could have such a positive impact on the Adventure tourism industry. If I were to be given the chance to work for Kakslauttanen Arctic Resort I have no doubt that I would be one hundred percent focused with the utmost amount of motivation and admiration.

Thank you for taking time to read my application. Please find enclosed my CV outlining my experience and training to date. I hope that I will have the good fortune to discuss how I can be of benefit to your company.

Yours sincerely,

Miss Rhiannan Nogan 05/12/2014

Rhiannan Nogan

Application for a Summer Placement

✉ Room 241,102-108 Above Bar Street, Unilife Park House, SO14 7DT ☎ +44 (0)7500703421 📧 rhiannan.nogan@live.com

Profile

An adaptable, innovative and self-motivated young person; currently working on her application to Sandhurst as a regular army officer, looking for leadership and management experience with over a year's work experience in all aspects of the catering industry and customer experience, worked as a barmaid, have had promotional experience and up until recently eleven months experience working for The North Face Store Cardiff. Demonstrates a proven track record of success, having completed the Duke of Edinburgh's Award (Currently completing Gold), obtaining instructional experience and qualifications; including First Aid and recruit training programme development and delivery whilst also receiving the Lord Lieutenants award after representing him and the army cadet force for over a year. Now committed to her bachelor's degree in Adventure and Extreme Sports Management whilst fulfilling her role within the Officer Training Corps having been sponsored by The Royal Engineers.

Key Expertise and Experience

Team Member for Burger King 15/11/11 – 22/12/12

- Worked as part of a close-knit team from 15/11/11- 22/12/12. Continued personal development in the form of health and safety training and customer service experiences.
- Trained to work with customers, in kitchen and within administration.
- Experienced in adapting to situations where the working environment becomes stressful e.g. Sporting Events, absence of work colleagues.
- Competent in evaluating issues with customer satisfaction and solving problems before consulting managerial personnel.
- Skilled in all aspects of dealing with customer requests and questions, providing excellent service and working to a high standard.

The Army Cadet Force 02/09/2009 - May 2013

- Extensive planning and preparation of lessons each week with over four years' experience.
- Key experience includes instruction, leadership, first aid and teamwork; leading training and mentoring of young people within Cardiff; mounting numerous operations such as Armed Forces Day and Remembrance parades, first aid courses, Cadet Cambrian (To Gold Standard) and attending the Lord Lieutenant on many occasions; including the inauguration of the High Sherriff, where communication with a variety of people is key.
- Intuitively able to grasp the strategic intent and can unify others to achieve this by demonstrating excellent interpersonal and communication skills; able to conduct roles with tact, discretion and dedication, gaining the respect of superiors, contemporaries and subordinates whilst achieving key objectives.

Barmaid at Ty Glas Pub and Restaurant- April 2013- July 2013

- Trained behind the bar, a fast paced environment where initiative is key.
- The role of waitress is also appropriate, taking orders and serving mains and desserts to customers.
- A Facebook administrator, promoting the pub using social media sites effectively.
- Competent in evaluating whether someone is under the influence or not and in using the right to refuse to serve them when appropriate.
- Skilled in all aspects of dealing with customer requests and questions, working to the best ability in order to provide a great service.

Surveying Agent for Eco-Residential and BoilerHut Ltd- July 2013- September 2013

- Door to door, an extremely high work ethic needed.
- Mathematical skills used when measuring cavity depths and working out amount of insulation needed.

- Copious amounts of experience obtained within the customer service and communication skills side.
- Involved in the recruitment and training process.

Sales Associate for The North Face Store Cardiff- October 22nd 2013- September 10th 2014

- Working full time hours
- Achieving strong, personal goals by providing excellent customer service at all times.
- Maintaining strong brand image in appearance, presentation and store operations.
- Inspiring customers with the brand fashion, lifestyle image and products.
- Thorough knowledge of products developed.

Volunteer at Cardiff Ski & Snowboard Club: Jan 2013- April 2013

Volunteer for Friends of Cardiff Dogs Home: October 2013- April 2014

- Minimum of 2 hours spent walking dogs each week
- The care of the dogs is the most fundamental aspect and is thought of at all times.
- Involved in walking dogs to many locations, to raise awareness.

Career Highlights

- Built strong relations whilst working for The North Face Store Cardiff.
- Received the certificate of 'Lord Lieutenants Cadet', a rare opportunity to attend high ranking personnel to important events, such as The Queens Jubilee Concert and The Inauguration of the High Sheriff.
- Recently given the instructions to take second interviews in the recruiting process, developing and managing my own team of sales agents.
- Passed Army Officer Selection Briefing.

Skills & Competencies

- Proven team leadership skills with the ability to build strong successful teams; trained to Senior Cadet level within the UK Army Cadet Force and working as a team member in Burger King.
- Skilled in the implementation of effective strategies and the motivation of team members to produce a marked and consistent increase in performance; notably in rifle and physical training lessons.
- Possesses excellent written and verbal communication skills, competent in delivering presentations and team briefings at a moderate level.
- Skilled and experienced in recognising and promoting strengths in others.
- Proficient in the use of all Microsoft Office applications and the Internet
- Approachable and polite with ability to embrace change with a flexible and personable nature
- Proven ability to prioritise and manage time effectively, obstinately pursuing targets without compromising quality
- Self-educated in Moral and Emotional Intelligence utilizing humility when dealing with colleagues and customers alike.
- Proven ability to make creative, versatile and robust decisions under pressure.

Promotional Experience

Part of the promotions company, 'Aesthetics', promotional experience is also present having recently worked for Jon Robbins at Sinclair Skoda Bridgend. This involved in depth research of the cars over just one weekend, including finance and technological topics in relation to the Up!, Seat Ibiza and the Skoda Citogen. Confidence when assisting customers was key, resulting in many leads being made; thus promoting the company.

Academic Qualifications

GCSE English Language: A	BTEC Sport (Outdoor): DISTINCTION*
GCSE English Literature: B	French Oral Exam : B
GCSE Maths : B	A Level French : D
GCSE Additional Science: A	BTEC Subsidiary Diploma in Acting: DISTINCTION*
GCSE Core Science : B	BTEC Subsidiary Diploma: Sports development fitness & Coaching:
Distinction*	
GCSE Welsh : A*	
GCSE French : A	
GCSE ICT : A	
GCSE RE : A	
Pre-U Certificate Short Course in Global Perspectives & Independent Research: MMM	

Further Training and Continual Personal Development

- Duke of Edinburgh's Award: Silver
- St Johns Ambulance First Aid: Level 2
- JCIC (Junior Cadet Instructing Course: 96%
- Cadet Cambrian Patrol: GOLD
- Performed in Wales Millennium Centre (Bare Knuckle Theatre's, 'The Grandfathers')
- Full UK Driving licence.

Personal Data

Health: Excellent, Non-smoker

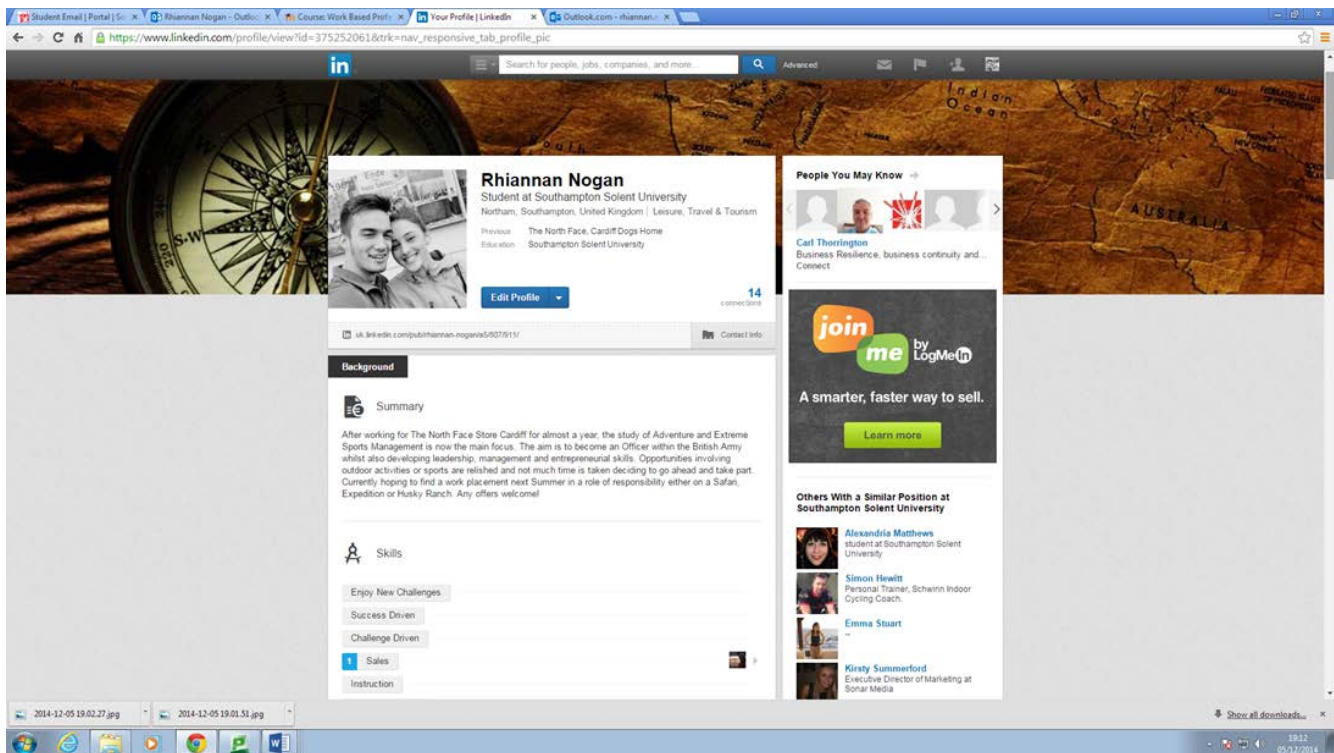
Nationality: British


Languages: Intermediate French.

Leisure Interests: Snowboarding, Hill Walking, International Travel, Fitness and Instructing.

References:

- Mr L Stapleton: Shift Manager and Supervisor- 07412 348436
- Mr C Crowley : Teacher and Kinetic Theatre Arts Director- 07748 840625
- Lieutenant Hawkins: Commissioned Officer within Cardiff's A.C.F- 07779693555





Rhiannan Nogan

Student at Southampton Solent University
Northam, Southampton, United Kingdom | Leisure, Travel & Tourism

Previous Education
The North Face, Cardiff Dogs Home
Southampton Solent University

[Edit Profile](#)

14 connections

uk.linkedin.com/pub/rhiannan-nogan/a5/807/911/

Contact Info

Background

Summary

After working for The North Face Store Cardiff for almost a year, the study of Adventure and Extreme Sports Management is now the main focus. The aim is to become an Officer within the British Army whilst also developing leadership, management and entrepreneurial skills. Opportunities involving outdoor activities or sports are relished and not much time is taken deciding to go ahead and take part. Currently hoping to find a work placement next Summer in a role of responsibility either on a Safari, Expedition or Husky Ranch. Any offers welcome!

Skills

Enjoy New Challenges

Success Driven

Challenge Driven

1 Sales

Instruction

Appendix 1B (ii): Congratulations email and standard first response

From: hettahuskiesstaff@gmail.com
To: rhiannan.nogan@live.com
Subject: RE: Husky Farm Work Summer 2015
Date: Sat, 13 Dec 2014 11:49:20 +0200

Hi Rhiannan,

I actually went ahead and read your application today. I have to say, you sound like a great candidate for HH and I'd like to go ahead and accept you for Summer 2015. I've attached our standard congratulations email. Please confirm that you have received this acceptance letter and let me know once your travel dates are finalized.

Cheers,
Em@HettaHuskies

From: Rhiannan Nogan [mailto:rhiannan.nogan@live.com]
Sent: Friday, December 12, 2014 8:02 PM
To: HH Team
Subject: RE: Husky Farm Work Summer 2015

Hi there,

It has taken me hours to read and then complete but I have not been put off! I would love to apply to volunteer for Hetta Huskies for 3 months from beginning of June - beginning of September 2015.

Please find attached, my application.

It would be great if you could send a confirmation email back to let me know that you have received it.

Regards,

Rhiannan Nogan

https://www.linkedin.com/profile/view?id=375252061&trk=nay_response_tab_profile

From: hettahuskiesstaff@gmail.com
To: rhiannan.nogan@live.com
Subject: RE: Husky Farm Work Summer 2015
Date: Thu, 11 Dec 2014 09:21:19 +0200

Hi Rhiannan,

Thank you for your interest in volunteering with us! Below are links to the Standard 1st Response, the Guide Manual, and the Volunteer Application Form. Please read the instructions in this email carefully before applying.

[Standard 1st Response](#)

[Guide Manual 2014](#)

[Volunteer Application Form 2014](#)

Read the 1st Response, followed by the (rather lengthy) guide manual. Both of these documents are designed to put you off coming here, so keep that in mind while reading. We only want applicants who are truly committed to this process and we don't want anyone applying with unrealistic expectations about huskies, farm life, arctic living, etc.

If you manage to work your way through all the information and still want to apply, then complete the application form and send it back to me in an email with the subject line detailing the dates you are interested in applying. This helps me to sort the emails appropriately and helps me give priority to those looking to come for different seasons.

We currently have 4 spots available for Summer 2015 and I will not be reviewing applications for Spring/Summer 2015 until later this season. Please keep this in mind if you choose to apply as I likely won't respond for a while.

Best of luck with the process and let me know if you have questions (but 99% of questions can be answered by reading the guide manual ☺)

Em @ Hetta Huskies

hettahuskiesstaff@gmail.com

From: Rhiannan Nogan [mailto:rhiannan.nogan@live.com]
Sent: Wednesday, December 10, 2014 10:34 PM
To: info@hettahuskies.com
Subject: Husky Farm Work Summer 2015

Dear Anna McCormack and Pasi Ikonen,

I have read all about Hetta Huskies and am determined (now more so than ever) to work on a Husky Farm. Cal Flynn shared her experience through the telegraph newspaper and I would really like the chance to work for you next Summer. I realise that the best season for Husky farms is during the winter but I am really keen to learn about the care and preparation of the huskies during the Summer season; getting ready for Winter.

The only experience I have is walking homeless dogs (I am a registered dog walker for Cardiff Dogs Home). I realise that is not much experience however it is of some benefit because it will mean that I open to your advice and lessons (no second guessing). I am an extremely quick learner, I have an absolute love of dogs and just want to be immersed in the Husky farm life! I am very physically fit. A strong dependable young woman and I will aim to achieve great goals.

Please consider this application.

If you would like to know more you can find me on LinkedIn but I can also provide references and my CV.

Regards,

Rhiannan Nogan.

Studying Adventure and Extreme Sports Management at Southampton Solent University (UK)

B (iii): Guide manual (relevant sections)

3MONTH + PLACEMENT OPPORTUNITIES

Hetta Huskies' volunteer / trainee guide programme is targeted at those interested in spending a season (or part of a season, as long as the time commitment is at least a month), experiencing sled-dog life in the Arctic.

This manual has been compiled to answer not only the questions that our previous volunteers asked, pre-arrival, but also the questions that, with hindsight, they wish they had asked. Please note that while we do sometimes take people for 1 month placements preference is always given to people who want to stay for 3 months or longer. We normally only take people for shorter periods than 3 months when we need to fill gaps that arise suddenly and are therefore filled at short notice.

If you are only able to come for a short period then it can still be worth applying, but please understand that you are not very likely to be accepted before you begin the lengthy application procedure. Please also understand that while it may be possible for you to extend your stay once you arrive it is not something you should expect to be able to do with ease. We generally have at least 10 volunteers at any one time and are full 6 months in advance so there often is not the flexibility to extend the stay of any one individual. It does happen from time to time but please don't expect the option to be available.

We have just 30 – 40 spots available each year and over 400 people send an initial enquiry about these, each year. Of those c. 400 people, 100 – 150 are not sufficiently put off by how realistically hard and challenging we make it sound and they go through the remainder of the comprehensive application process. In other words, we have a 10:1 ratio of initial application to space available and a c. 4: 1 chance of making it through following completion of the application form.

Working Hours & Free Time

This depends a little on the time of the year and the number of volunteers. However, at most times of the year, guides and handlers work a 12-hour day (see the previous section for more information).

The starting time can vary with bookings and other business requirements.

Sometimes, however, we have to put in extra hours in order to, e.g. complete construction pre ground-freeze, to deal with injured animals etc. or to deal with some urgent repair project during the working season. Likewise, we get sporadic walk-up clients through the winter and spring who may need to have a safari organised on the spot. When this is so, all planned work for the day tends to go out of the window.



Sometimes too, you may have a chance to work on some overnight safaris and in those the work stops when the customers sleep and starts before they wake up. They are tough but fun and we expect flexibility around these issues since, irrespective of the best project management in the world, many things on a dog farm are hard to predict and often need immediate reaction. Having a flexible attitude towards work and life here is definitely key.

Volunteers normally get one day off a week. If you come as a couple it may be possible to take that day off together, but we normally try to stagger the work load throughout the staff, as opposed to giving everyone the same day off in the week. Having said that, for those volunteers staying longer than a month, we are sure that you will want to do some multi-day wilderness journeys here (by ski / foot etc.) and for these there is definitely safety in numbers. Hence, we are pretty flexible when it comes to helping you to maximise your time here and, if we don't see that happening, we are quite likely to start to organise some evening 'outings' to ensure that you get a rounded experience of the area.

NB: In December, as mentioned, our busiest month, work may start as early as 5am and, on exceptional days, finish as late as 1am in the last two weeks of the month. This is a tough month for everyone but the dogs have to work hard to earn their keep throughout the rest of the year during the few short months when there are people visiting the area who want to run with them.

The owners work both ends of the clock but in an ideal scenario, there will be enough guides / volunteers for people to work in shifts and to take their normal days off. Unfortunately, however, this does not always work out since it depends, on the one hand, on the expertise and ability of the volunteers themselves, and, on the other, on the amount of work that comes in.

Hence, if you are visiting in December, expect the longest working hours of the year in the coldest temperatures and with the toughest work, since the dogs are not yet fully fit for the season so, on top of the normal work, you are often dealing with cut paws, injuries etc. You will need a great deal of endurance if you work here this month and it would be sensible to only consider coming if you are already quite a hardy outdoor person. Having said that, the project management requirements during this month are tough and it is possible for someone who is interested only in the basic care of the dogs and / or a project management role, to also find a role at this time.

Appendix 2a: Diary sections

156 dogs and counting...

3 months of anecdotes from a Husky Farm in the middle of Finland.



"My whole sense of life has been completely changed. Having been so used to City life and the pressures of University and social norms; becoming a Husky Guide for three months was possibly 'the' best decision I have made in the past 20 years! You're thrown into a team of whom become your family and co-workers within a matter of days. You live, eat, and breathe dogs (eating, not so literally!) as well as people. With an abundance of different nationalities and cultures, emotional intelligence, morality and understanding is built upon and you really do have the chance to lose any naivety that you probably had before hand. With a good ethos of 'Work hard play hard' (and work again) as well as 'live laugh and love', Hetta Huskies now feels like home. The only downside is that I have to leave..." – 28th July 2015.



"With a structured training plan covering 1 week, it is set up really well and I had a diverse mix of trainers with a main mentor established after one month of whom gave me an evaluation." – July 28th 2015

"After four weeks of learning the basics and becoming accustomed to life as a husky guide, the inevitable happened... people came and went, thus causing me to lose the title of the newby. By my second month I was given the shared responsibility of training the newest members at HH. It is something that I really enjoyed, to my surprise and it gave me a huge boost of confidence in my own skills as well as some well needed feedback and constructive criticism. Anna takes pride in dispatching a number of projects for the guides to manage during their time here which I think is wonderful because suddenly you realize that you are capable of much more than that one dimensional zero hour contract that you once were blinded by." – July 28th 2015



Appendix 2b: Training documents

Continuation and Self-Training Tool: Part 1

Day 6 Review of First Week

The first thing you should do is make a copy of the "Self Training Starting Point" document and rename it "ST (your name)"

Hopefully the manual will have given you a good idea of the kind of work we do at various times of the year and what kind of work standards we expect. There should be some good role models around you but you may be feeling tired and a little overwhelmed. Stick with it. You will have had a vast amount of information thrown at you at first (hopefully in a number of different ways, so that at least some of them will have connected with your learning style). Be reassured that nothing is particularly hard – and a lot comes down, eventually, to common sense and communication.

Some key points that I hope you have taken away with you from your first week of training...

It is ALWAYS better to ask when even slightly unsure rather than 'try' and break something (or yourself) in the process. Please don't, yet, attempt any larger projects until we know you better because of the inherent risk associated with many things here – whether to dogs, tools or you! A cautious approach to things is always going to be preferred and to earn our trust more quickly than confidence, since we have no way of knowing, at first, whether it is just over-confidence. Being humble and willing to always learn from others and to give them a chance to be your boss when in, eg, a PM role (even if you think yourself more capable), will also go over really well within the group.

During your time here it will be important for you to ensure that you are making progress in terms of understanding everything covered in this list. Obviously there is a lot to learn and we don't expect everyone to be able to learn everything straight away. If you try your best those around will notice and you'll find they will be more responsive than if you choose not to.

Whilst the training programme is pretty structured in theory – it doesn't really matter what order you were given various things to do and whether or not your day 4 area training came before your day 3 etc or not.

It does matter that you can now start to put all of it together for yourself. The more experienced guides will obviously still be available to help you and to answer any questions and you will no-doubt still find inconsistencies in response (great – let's address them!).

Remember that some of your trainers will have had a natural ability when it comes to training. Others will have done it more as a self-reinforcing tool for their own learning but you now have time to fill in all the gaps.

If you would like a general mentor to guide you through the next few weeks, then let me know. This works for some people (also depending on the choice of mentor) and others prefer to drive their training more by going to the best people relative to each area of information.

Use the chart below to see if you are being trained to the rough timeline targets that you mentor has been given. If something gets missed out one day, it will likely be carried through to the next or to the end of the first week.

CAN YOU PUT IT ALL TOGETHER AS A PROJECT MANAGER / SELF MANAGER? House / sick-dog cage dogs, Meds, Eiel, House, Pups, Morning Watering and Pooping, Cages, Raking, Branching, De-stumping, Sand, Kennel and Cage work, T & O pups up, Weekly Tasks and Specific Daily Tasks Around Lunchtime jobs, Specific Day tasks, Prepare evening feed Evening Feed, Evening Meds, House close-down, Eiel, Dogs, Briefing.

GENERAL

Appendix 3a 'Responsible tourism philosophy' presentation

A critical analysis of Philosophy within the Outdoor Adventure Sector

Through the critical discussion and analysis of responsible tourism philosophy within one work placement within the Adventure Industry.

Presented by Brianman Hogen

Contents

- Aim and objectives
- Overview of work placements
- Introduction to philosophy
- Responsible tourism philosophy
- Review of Heikka Huskies
- Class activity
- Conclusion
- Questions

Aim and Objectives

- Aim: To introduce the concept of responsible tourism philosophy through the critical analysis of the Outdoor Adventure Company; Heikka Huskies.
- Objective one: Understand and learn about Heikka Huskies and what it provides.
- Objective two: Understand the job role of Husky Guide.
- Objective three: First understand the basic meaning of 'philosophy'.
- Objective four: Learn about the basics of tourism and responsible tourism philosophy.
- Objective five: Consider the philosophical content in relation to Heikka Huskies

Overview of work placement

	Heikka Huskies
Type of Placement	Husky Safaris and Adventure sports company
Location	Arctic Finland
Duration	3 month placement
Rating out of 10	9/10
Job Role	Husky Guide

"Both the principles that our company is based upon and the operational quality that we strive for, are driven by our personal values and a belief that we are defined by what we do and that we believe in what we do. We do not accept, as many do, that it is sufficient to merely complete a task or fulfil an obligation. Every activity is undertaken to the very best of our skills, with an aspiration for excellence. We care about our customers, our environment and our reputation. Our signature is excellence" (Heikka Huskies, 2018)

Hetta Huskies and my job role.

- ▶ Husky Guide
- ▶ 6 days per week
- ▶ 10-15 hour days
- ▶ Dog training programme
- ▶ Feeding and cleaning
- ▶ Guided tours; kayaking, canoeing, husky hikes, puppy agility.
- ▶ Farm tours; in English, French and German.
- ▶ Project management
- ▶ Days off: Hiking, mountain biking, canoeing/kayaking. Finnish culture.



HETTA HUSKIES

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Hetta Huskies: Video summary



▶ <https://www.youtube.com/watch?v=etiQ-7ZG8MQ>

HETTA HUSKIES

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Introduction to philosophy

- ▶ Derived from the Greek word meaning 'love of wisdom'.
- ▶ An activity: a way of thinking about certain sorts of questions.
- ▶ Logical argument: The creation of, criticism of or both.
- ▶ Analysis and clarification of concepts.



HETTA HUSKIES

(Hedderston 2004, p.1-2)

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Tourism philosophy

- ▶ "The Barbarian of yesterday is the tourist of today" Mitford (cited by Clarke et al. 1996).
- ▶ Leisure activity.
- ▶ A characteristic of life in modern society.
- ▶ Transitions of residence and work produce tourist relationships.
- ▶ Curiosity and interest in the new environment.
- ▶ Environmental and social issues: overcrowding, animal rights, human rights, political and moral ethics, pollution, eco-system damage etc.
- ▶ Responsible tourism philosophy.

HETTA HUSKIES

(Clarke and Limay 1996, p.835-836)

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Responsible Tourism Philosophy

- ▶ "tourism in natural areas that meets the choices and the needs of the present and the future" (Chiawa, 2015).
- ▶ World Responsible Tourism Awards: 2004-2015.
- ▶ Policy: reinvent the tourism industry for the benefit of humanity, travellers and the industry.
- ▶ No global accreditation for responsible tourism; travellers are the main source of information.
- ▶ Examples of campaigns: recycling, animal rights, human rights, anti-pollution campaigns, charity work etc.

HETTA HUSKIES

(Responsible Tourism, 2015)

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Examples of Responsible Tourism Philosophy

- ▶ 150+ dogs on the farm: Alaskan Huskies, Siberian Huskies Nenet laika's and Taimyrs
- ▶ Full dog checks every week.
- ▶ Veterinary staff available.
- ▶ Daily cleaning, grooming, feeding and socialising of all animals (and staff)
- ▶ Sled dog standards
- ▶ Mush with P.R.I.D.E (Providing responsible information in a dogs environment).
- ▶ Adoption and Sponsorship schemes
- ▶ Long term sustainability focus
- ▶ Partner of leave no trace centre for outdoor ethics.
- ▶ Won a Gold Award in the 2015 World Responsible Tourism Awards.



HETTA HUSKIES

(Hetta Huskies, 2015)

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Class activity!

- ▶ 2 groups.
- ▶ Each person to name their work placement and one aspect of responsible tourism philosophy that may or may not have been in place.
- ▶ Discuss which work placement in each team was more in sync with tourism philosophy.

HETTA HUSKIES

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Conclusion

- ▶ Hetta Huskies performing to a high rate in Responsible Tourism Philosophy.
- ▶ Constantly changes to meet ethical, social and ecological demands.
- ▶ Sets the scene for other Husky Safari Companies.
- ▶ Overall philosophy of a business that cares.

HETTA HUSKIES

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