

# CRAFT & TOURISM

## LAG OUTOKAIRA TUOTTAMHAN

LAG Outokaira tuottamhan is a local action group in the Southern Tornio River Valley in Finland having strong experience on development and EU financing. This region includes the municipalities of Pello and Ylitornio and the City of Tornio. The region covers an area of 5 300 km<sup>2</sup> and there are about 30 600 inhabitants. An essential part of the territory is the border between Finland and Sweden in the Tornio River. Interaction with Sweden is close and natural. The border gives possibilities to implement the local development internationally.

## CRAFT & TOURISM - PROJECT IDEA

Local handicraft companies are small and entrepreneurs often act as part time entrepreneurs. Craftsmanship could be increasingly involved in tourism not only as a souvenir but as design and making handicrafts. Cooperation with tourism would bring cultural and local content to tourism and new product ideas, sales channels and customer groups to craftsmen.

Aim of the project is to strengthen the network of handicraft entrepreneurs, arrange workshops, meetings and company presentations as well learn to know each other to get new ideas. Information of the companies will be collected to the map to be used by locals, travelers and anyone interested in these companies. The map will be published as a paper version and on the internet besides application. Possibility to compose Craft Route will be studied and benchmarked from Europe. Possibility of network of handicraft and tourism entrepreneurs will be studied. Product development and marketing for craft tourism will be done together with craft and tourism entrepreneurs. Project implements the aims and focus of the LAG Outokaira's strategy to develop local culture and livelihood as well as craftsmanship and art.

## PROJECT OBJECTIVES, TARGET GROUP AND ACTIVITIES

**Objectives:** Development and promotion of rural areas and local economy, increase business in local handicraft companies as well as diversify supply of the local tourism activities.

**Target group:** local craft entrepreneurs, artisans, tourism entrepreneurs.

**Activities:** create facilities to develop or start craft business, promote exchange and benchmarking between LAGs and other regions.

## TYPE OF PARTNER

LAGs and regions with similar characteristics

## POTENTIAL COUNTRIES

Italy, France

## CONTACT

Anne Anttila, Executive Director  
anne.anttila@outokaira.fi  
www.outokaira.fi