



BUSINESS OPPORTUNITY IN NORTHERN EUROPE
SOCIAL ° ECONOMIC ° ECOLOGICAL



Code of practice - Guidelines for Northern Hunting Tourism

Definition of Sustainable Hunting

“The use of wild game species and their habitats in a way and at a rate that does not lead to the long-term decline of biodiversity or hinder its restoration.

Such use maintains the potential of biodiversity to meet the needs and aspirations of present and future generations, as well as maintaining hunting itself as an accepted social, economic and cultural activity. When hunting is conducted in such sustainable manner, it can positively contribute to the conservation of wild populations and their habitats and also benefit society”.

Scott Brainerd

North Hunt Code of Practice Draft

1. Guide/outfitter has experience in hunting tourism business as well as knowledge and experience from the tourism industry in general
2. Guide/outfitter must have a registered company/business
3. Hunting is only for game species covered by the general hunting seasons or different types of licensed hunting
4. Guide/outfitter only hunts on areas that he/she has knowledge about and legal access to
5. Guide/outfitter shall set up a hunting management plan for the current hunting areas, which is revised annually

The following shall be included in hunting management plan

- Consultation and necessary agreements with landowners, locals, hunting clubs and indigenous people
- Map of hunting areas
- Estimation of game populations
- Bag limit for each species
- Hunting methods
- Number of hunters
- Number of hunting days

6. Guide/outfitter shall set up a hunting account (follow up) for each year which includes the following components:
- Reports of consultation and necessary agreements with landowners, locals, hunting clubs and indigenous people
 - Amount of bagged game
 - Age and gender distribution of bagged game
 - Hunting methods
 - Number of hunting days with clients

7. Safety

- Guide/outfitter must have documented knowledge of first aid which is regularly updated
- A safety plan is drawn up for hunting activities

8. Marketing & selling

- Marketing is always reliable and does not promise anything that can not be guaranteed
- Pricing should reflect the quality of the product

9. Guide/outfitter should highlight the local hunting culture in marketing communication of hunting products

Inputs from Scotland

- 150 years of tradition?
 - System written “in stone”
 - Is there a plan B?
- Local policies
 - E.g. rural, environmental, economical, nature conservation
 - If there are local objectives, use those
 - Many examples of “failure” when not using local policies
- The wildlife management plan
 - Only a harvest plan
 - Based on population estimates
 - Distinction: small/big game

Inputs from Scotland

- Best practice guide in Scotland
 - Management of game/wildlife
 - Management of "clients"?
- Basic level in stalking guiding
- The whole experience
 - Added value
- Lowest quality level or aim for the highest?
- What happens to the game after the shot?
- Carbon footprints