



Is there a future for Hunting? Hunting tourism?



Is Hunting tourism sustainable

- The answer is an emphatic YES
- There must be hunters – local and tourist
- The public(s) must support it
 - we must understand how the non-hunting public(s) views hunting in general, hunting tourism more specifically and what influences these views
- So what are the important links between hunting and hunting tourism



Early concerns about hunting

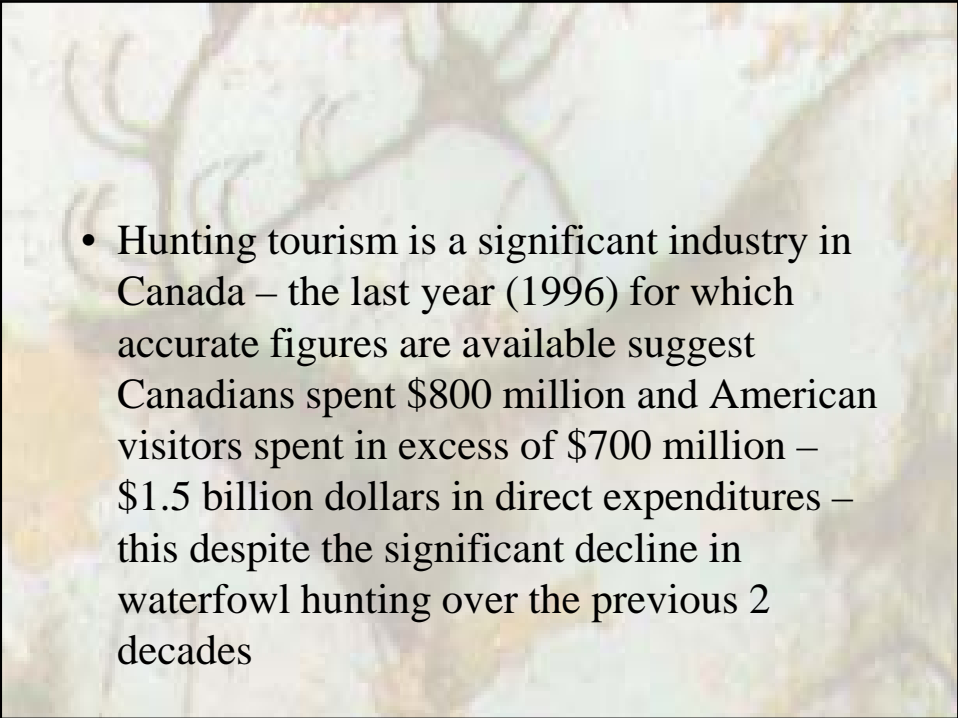
- Beginning in the late 1960's North American wildlife managers became increasingly concerned with two emerging issues
- The apparent reduction in public acceptance of hunting (Kellert, 1978, Appleton, 1975 among others).
- Declining numbers of hunters (Duda, 1996, Baker, 1998)

Managers' concerns

- Coupled with this was the growing awareness that a lot of wildlife management was the management of people and.....
- Effective management requires an understanding of public attitudes and desires with respect to wildlife and.....
- Few wildlife managers were trained to do this

Why does Manitoba Conservation care about the future of hunting?

- Wildlife management
 - reduces crop deprecation
 - public safety
 - reduces disease and transfer to livestock
 - prevents population crashes
- Contributes to the provincial economy
 - most often in rural and economically depressed areas (est. hunting tourists spent \$60 million in 1996)

- 
- Hunting tourism is a significant industry in Canada – the last year (1996) for which accurate figures are available suggest Canadians spent \$800 million and American visitors spent in excess of \$700 million – \$1.5 billion dollars in direct expenditures – this despite the significant decline in waterfowl hunting over the previous 2 decades



The beliefs of non-hunters


- Research shows that many in general public are poorly informed about hunting and wildlife management.
- Understanding how best to approach this should be a major consideration in any communications efforts directed at the general public

Concerns about the future of hunting

- Largely related to increasingly vocal opposition-that has been successful
 - targeted activities
 - spring bear hunt
 - penned hunting
 - attempt (often successful) to pair these and other illegal activities with “ethical hunting”
- Impact of highly urbanized society
 - disconnection with the land

- Highly urbanized society cont.....
 - Often confuse environmental movement with animal rights
 - unaware of “where their food comes from”
 - often don't want to know – and emerging opportunity
- Wider range of opportunities in free time
 - reduced numbers of hunters (1978 > 50,000 game bird licenses, 2001 < 12,000)

Public beliefs

- 
- Att... e -
 - sim... d be
 - no... point
 - in t... who
 - Fur... who
 - opp... who
 - What we need to understand are the underlying beliefs. And which beliefs lead to action

Do any of these reasons resonate with the public?

- Do they believe us (wildlife managers)?
 - I.e. is it happening
 - e.g. population maintenance, health, economy
 - Do they believe it?
 - Would they support it if it were true?
 - What do they think others believe
 - e.g. DU, MB. Conservation, PETA, F and F
 - Who are they most likely to believe? Who has the greatest influence?

Previous attitude studies

- A number of simple attitude studies conducted across N. A. have consistently identified an approximate 10/80/10 ratio of opinion on hunting.
 - 10% hunt or support all hunting
 - 80% neither always support nor always oppose
 - 10% always oppose

Demographics

- Hunters are disproportionately male and by and large, white
- Majority live in smaller towns or rural areas (based upon combined U.S. Canadian data)



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dition to fo



Demographics

- Generally has been a negative correlation between education and hunting retention
 - college terms conflict with hunting seasons
 - college graduates frequently move after graduation often to an urban area
 - job conflicts, family responsibility etc. contribute to attrition
 - Is this an artifact of demographics?

Demographics of anti-hunting

- Characteristics of anti hunters
 - by and large majority are female
 - large percentage are urban
 - tend to have higher than average education level
 - tend to have higher than average incomes and tend to contribute to anti hunting organizations
 - concern with individual animal rather than population or habitat

The nature of opinions



- The attitudes of the majority of the public (60-80%) is thought to rest upon fairly shallow system of knowledge and beliefs and as a result their attitudes tend to be susceptible to change.
 - Therefore open to political manipulation by the anti hunting advocates. (baby seals-linking hunting in general to poaching)

Manitoba Study

- We were largely interested in non - hunters
 - those not unequivocally opposed to hunting
- Factors that determine **strength** of attitudes
 - experience with hunting and hunters
 - experience with wildlife in natural settings and/or domestic animals through farming
 - knowledge of wildlife and wildlife management
 - television is most important information source

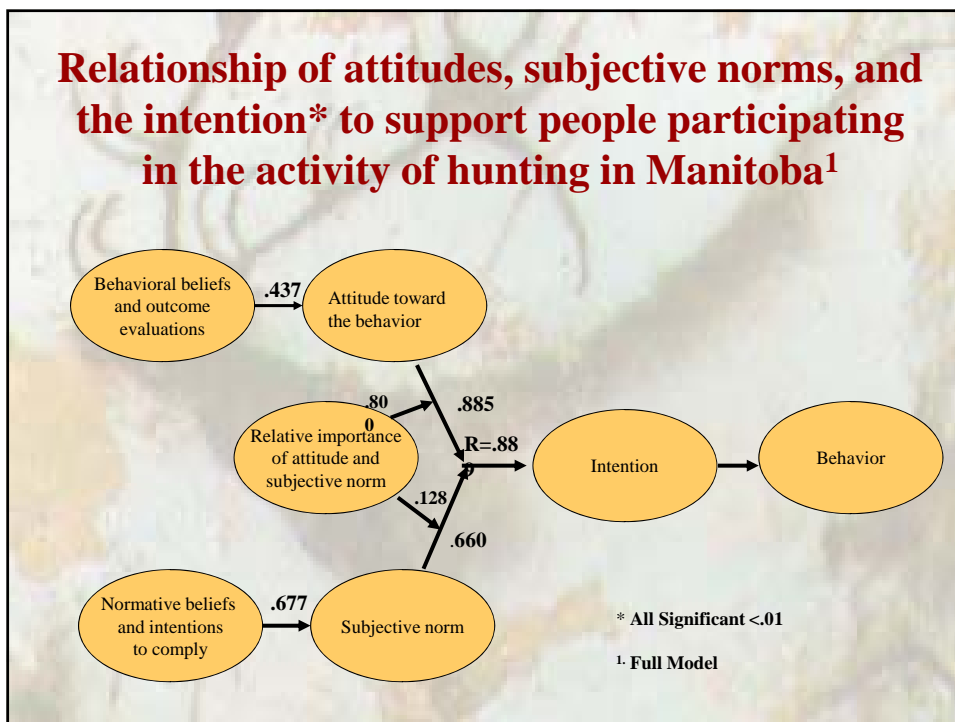
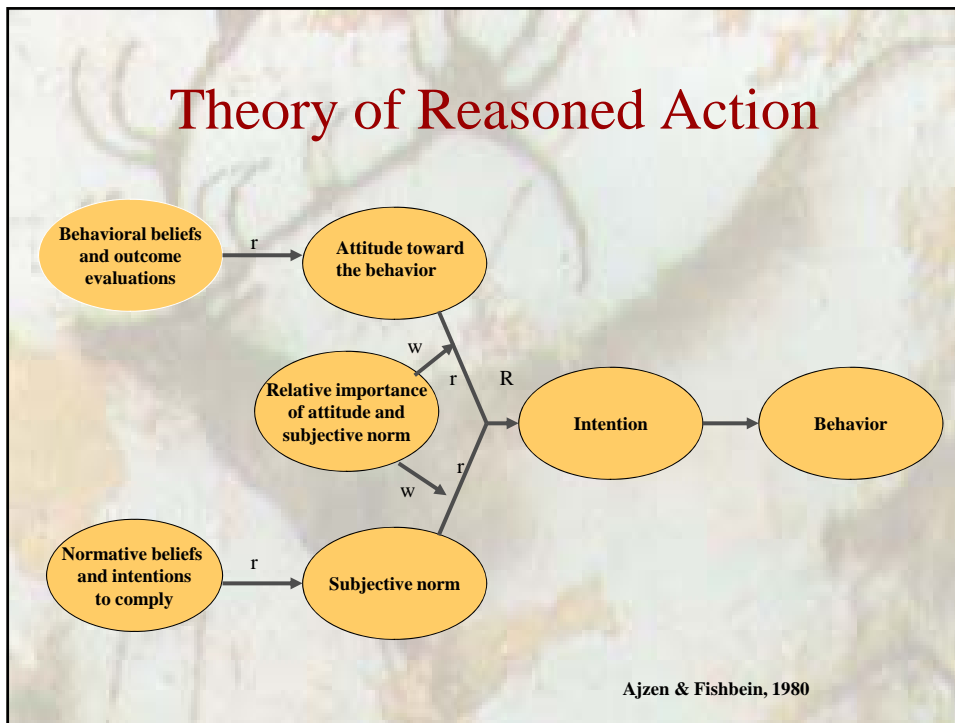


Table 2
Comparison of Attitudes Toward Hunting as Wildlife Management
by Intention to Support Hunting in Manitoba

Attitude Statement: "Hunting in Manitoba that..."	Level of intention to support hunting ^{1,2}		
	Supporters	Moderates	Non-supporters
Requires license fees to support wildlife management	5.49 ^A	4.69 ^B	3.08 ^C
To maintain wildlife populations at a manageable level	3.92 ^A	2.26 ^B	1.60 ^C
To reduce/control disease in wildlife	3.32 ^A	2.22 ^B	1.85 ^B
To maintain wildlife habitat	3.31 ^A	1.90 ^B	1.44 ^B
Upsets the balance of nature	0.49 ^A	-0.88 ^B	-2.16 ^C
Forces animals to migrate	0.51 ^A	-1.0 ^B	-2.32 ^C

¹ Minimum attitude score -9, maximum score +9

² Scheffe tests -- means that do not share a superscript are significantly different at $p < 0.05$

Table 3
Comparison of mean scores for behavioral beliefs and likelihood of occurrence of wildlife management attitude items by likelihood to support hunting

Attitude Items ³ Hunting in Manitoba...	Behavioral Beliefs ¹			Likelihood of Occurrence ²		
	Supporter	Moderate	Non-supporter	Supporter	Moderate	Non-supporter
That requires license fees to support wildlife management	2.3 ^A	2.2 ^A	1.4 ^B	2.2 ^A	1.9 ^B	1.4 ^C
To maintain wildlife populations at a manageable level	2.1 ^A	1.5 ^B	0.1 ^C	1.7 ^A	1.2 ^B	0.5 ^C
To reduce/control disease in wildlife	1.9 ^A	1.6 ^B	0.6 ^C	1.3 ^A	1.1 ^A	0.4 ^B
To maintain wildlife habitat	2.4 ^A	1.5 ^B	0.3 ^C	1.4 ^A	0.9 ^B	0.2 ^C
That upsets the balance of nature	-2.02 ^A	-2.34 ^B	-2.71 ^C	-0.44 ^A	0.31 ^B	0.74 ^C
That forces animals to migrate	-1.85 ^A	-2.29 ^B	-2.67 ^C	-0.32 ^A	0.38 ^B	0.84 ^C

¹ Scale where +3=extremely good and -3=extremely bad

² Scale where +3=extremely likely and -3=extremely unlikely

³ Scheffe tests -- means that do not share a superscript are significantly different at $p < 0.05$

Implications

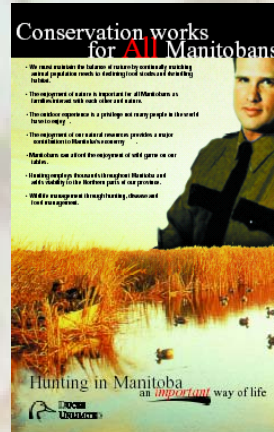
- Communication efforts should focus on those elements viewed more positively by the non-hunting population
 - wildlife management activity
 - animal population control
 - hunting for food
 - as an economic or tourism activity
- Messengers most likely to resonate
 - Conservation officers
 - Ducks Unlimited
 - Wildlife Federation

Focus Groups

- Three series of focus groups conducted
 - non-hunters first to establish and refine key themes to message test
 - non-hunters to test sample communications
 - former hunters to explore reasons why they stopped and what, if anything, could be done to encourage them to begin again

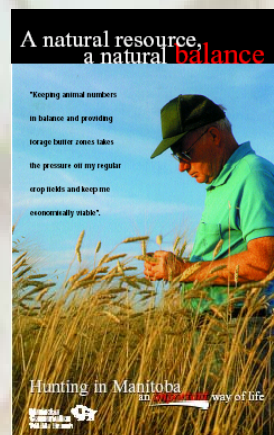
Sample communications

- Theme - Conservation
- Referent - C.O.
- Crit. - too many messages, individually they are well accepted,
- doesn't look like a C.O.



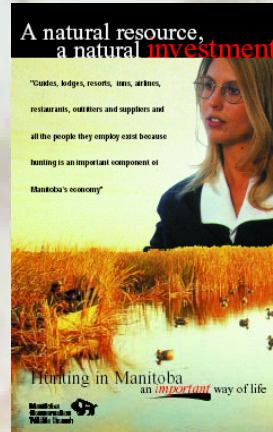
Sample communications

- Theme - Resource/balance
- Referent - Farmer
- Crit. - really none - all were sympathetic to the plight of farmers



Sample communications

- Theme - Resource/investment
- Referent - business women
- Crit.- link to investment was unpopular - female was seen as neutral



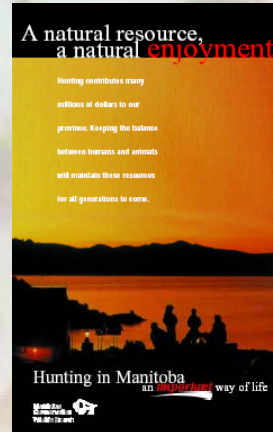
Sample communications

- Theme - Tradition
- Referent - Father and son
- Crit - should be linked to responsibility message, generally well received. People could be older



Sample communications

- Theme - enjoyment/
resource
- Referent - group
- Crit. - liked the poster
and the message -
demonstrated that
hunting is not just a
northern activity.



Implication

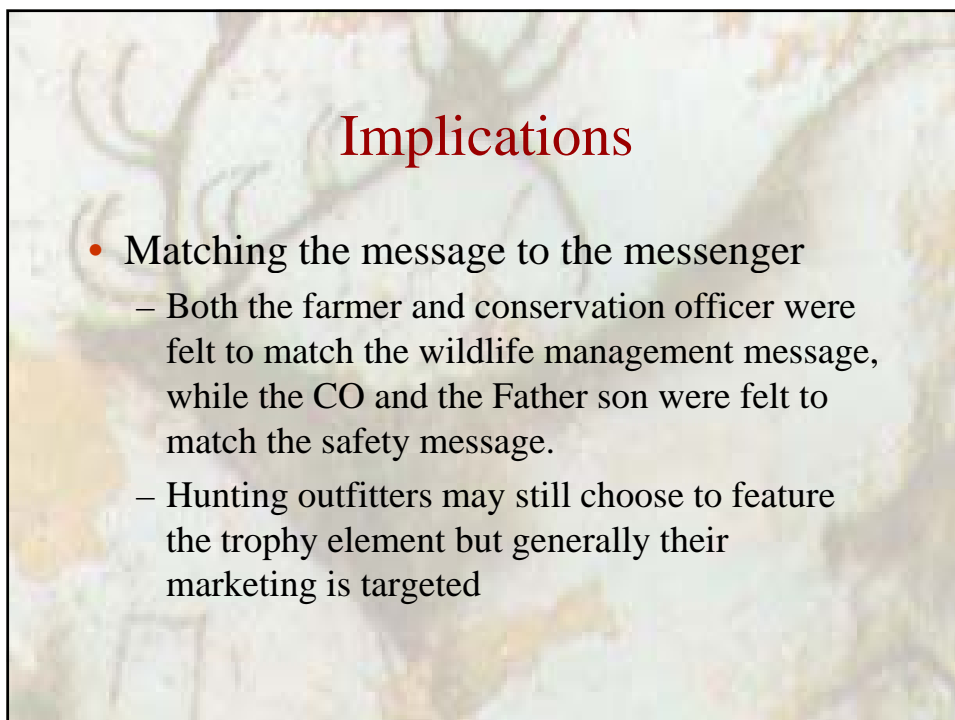
- Resonant Themes
 - Wildlife management
 - Population control
 - Responsible hunting
 - for MWF and SWF this is key...there is serious concern about the safety aspect of hunting and this must be addressed
 - Economic benefit





Implications

- Resonant referents
 - Farmer
 - Group
 - Conservation Officer



Implications

- Matching the message to the messenger
 - Both the farmer and conservation officer were felt to match the wildlife management message, while the CO and the Father son were felt to match the safety message.
 - Hunting outfitters may still choose to feature the trophy element but generally their marketing is targeted

Action Items

- Phased communications strategy
- The Foundation: Education and developmental communications
- Shared Communications
- Partnerships

Phased communications strategy

- Public is open to misinformation
- A variety of potential markets exist
- It is essential that messages match the market
- Structurally three stages- foundation, ongoing, response

Partnerships

- Partnering in communications to combat AR messages is relatively new
- Partnership must recognize that different partners will play different roles
- Not every message is appropriate for all partners, though may require some input.

Partnerships

- Hunting or hunter organizations are an obvious partner, however, we need to be aware:
 - may be counter-productive as it may be seen as self serving
 - that such partner communications be distinct from one another such that complementary messages are conveyed separately e.g issue of safety

Partnerships

- Travel Manitoba, Hunting tourism operators and outfitters are another potential partner
 - Again care must be taken in linking these messages
 - In Manitoba tourism marketing information for Hunting is kept separate from general nature based products and

Partnerships

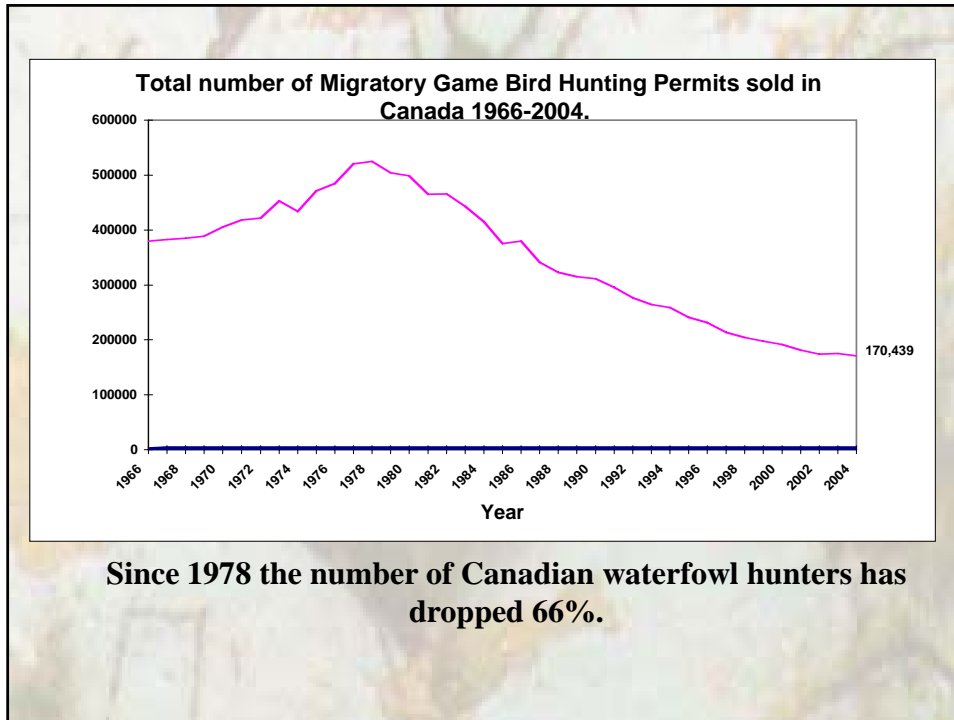
- Habitat Organizations share many of the same interests - where goals are symbiotic there is an opportunity to build upon the messages of hunting as wildlife management
- Examine the potential of other partnerships
 - MPI, Travel Manitoba, Keystone Agricultural, etc.

Priorities

- Focus on the target market - what we will call non-hunters **not** on the anti hunters
- Even if they argument is being presented by opponents of hunting, address the response to non hunters
- Be balanced, factual and clear -
 - focus upon one topic at a time
- Coordinate the response from partners so that messages are complementary

What about former hunters?

- Many would hunt again.... “I never quit hunting, I just haven’t done it in 30 years”
- Identified 4 major barriers or constraints to renewal (omitting those who would not hunt again)
 - lack of time
 - family commitments
 - no hunting partner
 - lack of access to land



Recruitment

- Looking at the demographics the influence of Boom Bust and Echo suggests that there is an opportunity to address the declining # of hunters but concrete solutions that address the issues are necessary
- In order to seize the opportunity MB Con and partners should focus upon a number of distinct cohorts (limitations - lack of diversity)

Recruitment

- Development of recruitment strategy
 - youth - a number of initiatives are under way
 - women - Becoming an outdoorswoman
 - new Canadians - ?????
 - Former hunters
 - Link to emerging trends – locovore – concerns re: food, and changing demographics
- Must deal with issues and barriers identified that are within the scope of WB and interested partners

T2 • GLOBE TRAVEL THE GLOBE AND MAIL • SATURDAY, OCTOBER 16, 2010

ON THE HUNT

The naturalist v. the utilitarian v. the dominist

BRUCE KIRKBY
ESCAPE ROUTE



Gathering firewood and hunting are the de facto rites of autumn in the small East Kootenay, B.C., town where I now live, as commonplace as taking leaves would be in the Toronto of my youth.

I made the leap to wood collect or quickly here: First came the chainsaw at a wedding present, and soon I was felling, bucking, splitting and stacking my days away. I enjoy the physicality and frugality of wood gathering; and to be honest, working with a chainsaw just feels manly. Perhaps that is the city in me speaking.

Recently, I felt the beckoning call of the hunt, which would have been inconceivable a few years ago. So last week I went out with a neighbour to test the waters. As we drove toward the west slope of the Rockies in the blue light of predawn, a small black bear suddenly appeared in the ditch, rising up on its hind legs for a better view.

"Whaddya think? Want me to shoot it?" Don asked.

A friend once described an enormous bull moose that wandered within four metres of his nephew. They were 30 kilometres in the bush at the time, meaning it would have been impossible to carry so much meat out. My friend shook his head, silently signalling to let the animal pass. "My nephew was furious. It was such a beautiful animal. He really wanted to kill it."

Therein lies the chasm that has long separated me from hunter. I was raised in the city, by a father who was vehemently anti-gun and anti-hunting. I easily adopted the same values. Then came a journey to northern Pakistan, at the age of 22, where I forced myself to watch the slaughter of a goat by knife, and its subsequent sale, piece by piece, to passing farmers. The hypocrisy was clear: I ate meat, yet wanted no part in the animal's demise. I preferred my steaks wrapped in cellophane, with no apparent lineage to a living beast. But that alone was not a bridge to the mentality of the hunter.

Continued travels to remote regions on the planet did little to change my reservations regarding hunting. The majority of indigenous cultures living with any significant separation from mainstream culture are herders, or ocean harvesters. It seemed that hunting, requiring a high commitment of both time and energy, is a luxury for those with an already full belly.

And the more one travels (especially to wilderness regions) the more apparent it becomes that the majority of large mammal populations on this planet (and in particular, apex predators) have suffered heartbreaking losses of both numbers and core habitat over the past centuries. No, travel has done little to open my mind to the possibilities of the hunt.

It took my new East Kootenay neighbours, sitting beside me on the hockey bench, gabbing at the hardware store and gas station. In their hunting tales, I recognized the same visceral love of wilderness that I shared, which was confusing, and sparked my curiosity. A landmark Yale University study divides the hunting population into three fundamental groups: the self-explanatory "utilitarian" (or meat) hunters, "dominist" (or sport) hunters, motivated by mastery over animals and demonstrations of prowess; and finally, a smaller group coined "nature" hunters. For these, respect and reverence for nature runs deep, and hunting becomes a sacred act.

I understand utilitarians, I am saddened by the dominists. (On the walls of a remote cabin in the Mackenzie Mountains, I still recall a litany of horn sizes, written in the blood of the kill.) And ultimately, I share the same religion as the nature hunters: We just happen to worship in wildly different ways.

"Want me to stop and shoot it?" Don asked a second time.

I balked, and the moment passed. Was it the emergence of my own nascent hunting ethic, with no place for any predators or trophy animals? What would I have done had a three-prong mule deer been standing there? I can't say.

We spent the rest of the day in the high mountains, "glassing" distant slopes, spotting nine mountain goats, but none close enough to stalk. The experience evades me.

So I remain on the edge of the chasm, and feel contented to stay there. But what once appeared as wide as the Grand Canyon now seems like a crack in the sidewalk.

Special to The Globe and Mail

“We spent the rest of the day in the high mountains, 'glassing' distant slopes, spotting nine mountain goats, but none close enough to stalk.”

A hunt for goat becomes a chance to enjoy the landscape in the Rockies last week. BRUCE KIRKBY FOR THE GLOBE AND MAIL



University of Manitoba Mentored Hunt

- Mentored hunting
- University student course work
 - ‘I always wanted to hunt, but did not know how to go about it. This course made it possible....’
 - ‘I was a vegetarian before I took this course, and now I hunt and fish, and feel reconnected to the food chain....’
 - ‘I learned that hunting is learning about the natural world in all of its splendor....’



The UofM mentored waterfowl hunt

What is it, and how does it work?




Mentored hunts are two day events. During the first day, hunters are provided seminars and presentations on:

- Hunting ethics
- Decoy set up
- Duck and goose calling
- Decoy types
- Firearms safety
- The importance of conservation
- Clay target shooting
- Shotgun patterning
- Waterfowl identification
- Retriever demonstrations



The Hunt

The following day mentors and hunters pair up to take to the fields and marshes for a morning hunt.



Former Hunters

- Establish a hunter partner/group program
- Establish Access to land Program
- Facilitate acquisition of FAC
- Can regulatory structures ease time constraints

Hunting Tourism – The future

- In Canada efforts are addressing the social sustainability of hunting
 - Convergence – demographics, nature deficit, real food movement
- Numbers are increasing
- Opposition is..... Waning... for now
- BUT now is the time to recommit to recruitment and education

Thank You!

We would like to acknowledge the support of the Wildlife Branch of Manitoba Conservation and the Manitoba Wildlife Federation. In addition, we would like to recognize the contributions of Dr. K. MacKay and R. Baydack of the University of Manitoba.