

Memo 25.3.2009

NorthHunt reference-group 2. meeting

Läsnä:

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The Finnist Forest Research Institute
The Finnist Forest Research Institute
Finnish Game and Fisheries Research
Institute
Hunter's Central Organization
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Hunting tourism entrepreneurship. Greetings from the development group.

Markus Muuttola presented issued discussed at the development group's meeting. Entrepreneurs highlighted the need for open discussion with different key stakeholders (hunting tourism entrepreneurs, Forest and Park Service, Villi Pohjola, The Central Union of Agricultural Producers and Forest Owners, hunters' organizations).

1. A development plan for hunting tourism

A plan for developing hunting tourism should be designed to invent and track the key development issues and how to achieve desired goals.

The development documents should focus on e.g.

- the collaboration between Villi Pohjolan and the entrepreneurs
- cooperation with hunting clubs and landowners
- a criteria for hunting tourism
- a definition of a hunting tourism company
- marketing (with the Finnish tourist board)
- networking
- organizing
- the role of hunters' organizations

A similar plan could be made in most partner countries for comparison and mapping of common ground.

2. Agreeing upon common principles in Finland and other northern countries

Hunting tourism entrepreneurs should establish common rules for how to market, sell and implement hunting tourism services.

These rules should include at least the following issues:

- The marketing promise: Only promote what you can deliver.
- Awareness of the product: Know what you are providing and what the customer (and sales organization, hunting entrepreneurs, hunting clubs) are expecting
- Quality
 - What are the attributes of a hunting tourism company?
 - What should a hunting tourism product include?
 - What security documents are needed?
 - What kind of follow-up (game and service related) is being done?
 - How are complaints handled?

3. Cooperation

a. *with hunting clubs and land owners*

There are plenty of different cooperation models between hunting tourism entrepreneurs and hunting clubs / landowners. What are the common elements? Is there a possibility for a generally accepted model? What are the pros and cons of the current models and in what direction should this cooperation be developed? Different parties should have clear roles and agreements:

- duties and rights of entrepreneurs
- duties and rights of hunting clubs
- advantages for the landowner

b. *with the Forest and Park service and Villi Pohjola*

Entrepreneurs are interested in selling small game hunting permits as before the legislation change in 2005. The Federation of Finnish Entreprises is engaged in deliberations to reinstate the system of entrepreneurs distributing hunting licenses.

c. *with the Finnish Tourist Board Employment and Economic Development Centres*

How should Finnish hunting tourism be internationally promoted?

4. Promoting hunting tourism internationally

Marketing Finnish hunting tourism has been fragmented and random. Finland has been represented on several fair stands instead of a country focus. Combining resources would maximize visibility.

Attention should be paid to the following points:

- using the results of the demand-study
- using regional and national portals
- (www) Visit Finland
- a shared message and look for marketing Finnish hunting tourism
- investing into collaborative marketing: international fairs and internet
- paying attention to the division of labour between projects
- news articles from different countries
- reporter visits
- shared products

5. Entrepreneurs in the project

Business activities are developed on two levels: novice and advanced companies. Participation in the project is free of cost.

What is expected?

- Genuine interest and participation in developing the field
- A professional attitude
- Replying to surveys
- Giving interviews if interested
- Commenting project tasks
- Ideas and thoughts on hunting tourism development
- A will to network
- Participating in seminars and events

The project outputs are listed on the project presentations given previously.

Permit hunters as hunting tourists:

**Susanna Keskinarkaus & Anne Matilainen,
University of Helsinki, Ruralia-institute**

The target group for the survey was hunters on the most popular state areas on the first two weeks of the season in 2008. The internet-survey was sent to those hunters who left their e-mail-address and the semi-structured phone-interview was done to a random group of 50 hunters.

A typical domestic hunting tourist ("permit hunter") also has some other possibility for hunting and almost all hunted grouse-species. A typical permit was bought for a maximum period of a week. Most travelled with their friends and dog by own car. An average distance to hunting grounds was 500 km. There was trust towards the ecological sustainability of hunting (tourism) and positive comments of the local hunters. Complaints focused on the current sales system although there was no consensus on whether the system should be changed.

The main motivations for the trip were:

- tradition



- dog training
- vacation, relaxing, hobby, recreation, peace
- the terrain, the view, Lapland, the North
- walking, exercise, the nature
- friends, spending time with friends, the social dimension
- a cabin, home
- no other hunting opportunity
- no beasts / elk flies
- grouse populations

Changing the system so that the entrepreneurs could distribute licenses (as before 2005) instead of the state giving sole rights to Villi Pohjola was both supported and objected strongly based on the respondent's own motives. Those who were in favour of the entrepreneurs selling small game hunting licenses on state land saw that it would facilitate easy planning of the hunting trip and also support rural economies. Those who opposed changing the system feared that giving a license quota to entrepreneurs would lead to increased prices and diminish hunting possibilities for independent hunting tourists. Some supported the idea that a hunting license could be bought from the entrepreneur along with the cabin or if the products were reasonably priced. Background characteristics didn't influence the respondents' views.

The future challenges for hunting included:

- climate change
- felling of timber
- forest roads
- poaching
- predators
- aging
- trends: more dogs in hunting, more women hunters
- the sustainability of grouse populations
- tightening gun laws
- applying the "Swedish model"

The results will be published by Ruralia in 2009.

Hunting tourism in Iceland: The license system in Iceland

Videokonference.

**Divisional manager Bjarni Pálsson,
The Environment Agency of Iceland,
Department for natural resources**

All hunters who hunt birds and/or mammals in Iceland are required to obtain a hunting card. The hunting card is issued annually and is valid from 1st of April – 31st of March the following year. The hunting card system started in 1995. There are now 20.000 hunters out of which 10.500 buy a hunting card each year (approximately 100 foreign). If a hunter wishes to renew his hunting license, he must issue a bag report which is anonymous. Up to 90% of the bag reports are sent in via the internet.

Foreign hunters must specify an Icelandic hunter as a sponsor when applying for a hunting card. The application must include a photocopy of the applicants hunting license in the homeland. The sponsor has the responsibility to assure that hunting and hunting methods are in compliance with Icelandic laws and regulations. The sponsor is also expected to accompany the foreign hunter on all hunting trips. The gun license is applied from the Police in Reykjavik. A hunting report is to be sent to the ENVIRONMENT AGENCY OF ICELAND after the hunting. Iceland is divided into areas for the bag- reports.

The hunting rights in Iceland usually belong to the landowners who often lease their land to hunters. There are also public grounds where Icelandic citizens, with a valid hunting card, can hunt. Foreigners can only hunt on private land with a permit from the landowner.

The following species are hunted in Iceland:

- Greylag goose (*Anser anser*)
- Pink-footed goose (*Anser brachyrhynchus*)
- Barnacle goose (*Branta leucopsis*)
- Ptarmigan (*Lagopus mutus*)
- Mallard (*Anas platyrhynchos*)
- Teal (*Anas crecca*)
- Widgeon (*Anas penelope*)
- Scaup (*Aythya marila*)
- Tufted duck (*Aythya fuligula*)
- Long-tailed duck (*Clangula hyemalis*)
- Red-breasted merganser (*Mergus serrator*)
- Cormorant (*Phalacrocorax carbo*)
- Shag (*Phalacrocorax aristotelis*)
- Fulmar (*Fulmarus glacialis*)
- Black-headed Gull (*Larus ridibundus*)
- Glaucous Gull (*Larus hyperboreus*)
- Kittiwake (*Rissa tridactyla*)
- Great Black-backed Gull (*Larus marinus*)
- Lesser Black-backed Gull (*Larus fuscus*)
- Herring Gull (*Larus argentatus*)
- Raven (*Corvus corax*)
- American Mink (*Mustela vison*)
- ArcticFox (*Alopex lagopus*)
- Reindeer (*Rangifer tarandus*)

There are no limitations in quantity of hunting! Ptarmigan hunters are not supposed to hunt more than 10-15 each and the amount of reindeer is restricted. The ministry for the Environment gives out a quota for reindeer hunting licenses in December each year. The application time is from January to February 15th. In 2009, the quota is 1.333 reindeer and 3.245 applied (54 foreigners). Hunters are required to have a guide for reindeer hunting. The reindeer hunting season is from July 15th to September 15th.

The next meeting



The third meeting will be significant regarding results. Results from the domestic hunting models research, the social sustainability of hunting tourism, international hunting tourism demand and hunting tourism entrepreneurship will be available.

