

## North Hunt - Partner meeting Egilsstaðir-Akureyri 15th – 17th of April 2009

### WP 2

The attitude environment and social  
framework related to hunting tourism

## What have we promised to deliver?

- *"It is essential to integrate the development activities of the project to the current attitude environment and to **understand the social framework** of the sector. "*
- *" The work will be based on a survey model implemented in Sweden in 1997. Changes in prerequisites and **social acceptance** of hunting tourism will be evaluated in each country, the **key issues** targeting the main interest groups, i.e. the **hunting enterprises, local hunters, landowners and the public society** ...."*
- *" **Two best practice SME case studies per country** will be produced focusing on how the entrepreneurs interact with the local hunting culture and how the problems related to **social sustainability have been solved** in different institutional settings. "*
- *" The **case studies** will be produced as a **multimedia form** and used as training material in WP 5 with other material. "*
- *"Based on the results an objective estimation on the potential hunting tourism, the pre-conditions for the entrepreneurship caused by the social framework and recommendations and estimations how the hunting tourism could be organised within the framework will be presented and the **social acceptance of hunting tourism will be evaluated.** "*
- *Canada not involved in this WP*

## In practice...

- Qualitative survey
  - Initial "mail" survey idea to expensive and practically difficult
- Quantitative survey for entrepreneurs in Finland, Sweden, Island
- At least two case studies per country

## Expected outputs

- One transnational report presenting the current attitude environment and social framework related to hunting and hunting tourism in national and Northern European level
- 8-10 SME case studies presenting different kind of practical solutions to solve social sustainability issues in multimedia presentations
- One transnational seminar related to the topic as part of WP1

## Qualitative study

- General open ended interview questions suitable for all interest groups
- Additionally 2-3 target-specific open ended questions per interest group
- Followed data form from Susanna
- Almost all interviews done!?
- Analyse
  - Analysing framework – example (Susanna)
- Compare between groups and countries
  - Suggestion by Colin
- International report (+ article!!!)

## Qualitative study

- Mail survey to Fin, Swe, Isl
- Closed Q's for exact data
- Questions from several WP's, to earn time/money
  - Sweden will send out in end of April, which questions do you wish to add?

## Case studies

- At least two multimedia presentations/country
  - Format according to Susanna!
- How should it be presented???
  - Swedens thoughts

## International seminar

- Date/place
- Social sustainability in hunting tourism – probably too narrow!
- Speakers?
- Participants
  - How do we reach them? Each country have to promote!
  - Newsletters, pressreleases, surveys, mailinglists

# Time schedule

- Jan-June 2008 – Prep. Of surveys, data collection
- July-dec 2008 – Data collection, case studies
- Jan-june 2009 - Analysis
- Jan-June 2008 – Some prep. Of surveys
- July-dec 2008 – Prep. + surveys, case studies
- Jan-june 2009 – Surveys + analysis

# Time schedule

**WP2 - The attitude environment and social framework related to hunting tourism**

						2008		2009		2010	
	Finland	Sweden	Iceland	Scotland	Canada	jan-jun	jul-dec	jan-jun	jul-dec	jan-jun	jul-dec
Existing survey revised											
Relevant target groups identified											
Relevant method selected											
Existing national studies supporting the survey identified											
Interview guidelines developed											
Case study structured											
Practical alternatives for multimedia studied											
Data collection (interviews)											
Framework for analyses											
National and transnational analysis											
Joint report written											
Case companies selected											
Feedback collected from reference groups											
Feedback collected from SEM development groups											
Disseminate the results											
Multimedia produced											
Internal seminar											

## Decisions to be made...

1. How to analyse the interviews
  - Is the analysing framework satisfactory or should it be changed?
  - Are each country putting their analyse together (in 3 pages???)
  - Who puts it together transnationally – Colin?
  - Deadlines for different parts!
2. Which questions should be added in the national surveys?
3. Case studies
  - Should we follow one standard or is this up to each country and their possibilities?
  - Sweden can do the first trial then others can use the good parts
4. International seminar
  - Speakers
  - Participants