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# Mission Impossible? – Sustainable Hunting Tourism

**November 17<sup>th</sup>-18<sup>th</sup>  
Rovaniemi, Finland**

## **Aim:**

The conference focuses on the problematics of sustainable hunting tourism, especially from the entrepreneurship aspect: How and under which conditions can hunting tourism be developed in northern Europe? What are the benefits, risks and preconditions?

The first day of the conference is dedicated to business development and marketing of hunting tourism. The second day is more academic presenting the latest international research results relating to the hunting tourism sector. The presentations cover all of the three pillars of sustainability (ecological, social and economic).

The conference programme includes expert presentations from 7 different countries. Also entrepreneurs from 4 northern countries will provide insights to the challenges the hunting tourism companies face. The conference provides an excellent opportunity for actors of the hunting and tourism sectors to share their experiences and learn from each other. In addition, a business- to- business meeting for the hunting tourism entrepreneurs is organized in connection with the conference.

## **Target groups:**

Entrepreneurs, business advisors and developers, researchers, educators, administrators and policy makers related to the topic.

## **Place:**

Arktikum, Rovaniemi, Finland (<http://www.arktikum.fi/>)





## Price:

The price of the conference is graduated.

- The full conference fee including material, lunches, coffee and conference dinner is **130 €**
- For the hunting tourism entrepreneurs or representative of hunting tourism companies there is a reduced fee of **50 €** (inc. material, lunches, coffee and conference dinner).
- The students fee, **36 €/day** or **72€/two days** includes material, lunches and coffee.

The business to business meeting after the seminar on 17<sup>th</sup> of November is free of charge.

The participation fees will be charged in advance, after the registration. In case of cancellations after the end of the registration dead line (29<sup>th</sup> of Oct), 50 % of the conference fee will be charged. In case of cancellations after November 1<sup>st</sup> and in the case of no show, the full conference fee is charged.

Arranging accommodation and transportation are the participants' own responsibility. There is a limited number of pre-booked rooms at Hotel Scandic <http://www.scandichotels.com> in the center of Rovaniemi. The seminar price is 75 €/night for a single room and 90 €/night for double rooms. Please mention "NorthHunt" when making the reservation. Further information on the accommodation and transportation can also be found on the conference web pages.

## Registration:

Registrations should be made **by October 29<sup>th</sup>, 2010** by using the attached registration form. The registration form and further details can also be found from the conference web pages:

The seminar is organised by *North Hunt (Sustainable hunting tourism – business opportunity for northern Europe)* –project in co-operation with City of Rovaniemi and other national partners.

## Further information:

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## THE CONFERENCE PROGRAMME

**Tuesday, November 16<sup>th</sup>**

**19.00**                    **Welcome party: City of Rovaniemi**  
City hall, Rovaniemi (address: Hallituskatu 7, Rovaniemi)

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**Wednesday 17<sup>th</sup> of November**

Chair:                    Dr. Sami Kurki, University of Helsinki, Ruralia Institute, Finland

**08.00 – 09.00**           **Registration**

**09.00 – 09.15**           **Opening of the conference**  
*Dr. Sami Kurki, Professor, University of Helsinki, Ruralia Institute, Finland*

**09.15 – 09.30**           **Opening speech**  
*Dr. Pentti Lähteenoja, Director General, Ministry of Agriculture and Forestry, Finland*

**09.30 – 10.15**           **Keynote lecture: Can hunting tourism be sustainable?**  
**– Opportunities and risks in a sensitive sector**  
*Mr. Kai Wollscheid, former Director General of International Council for Game and Wildlife Conservation (CIC)*

**10.15 – 11.00**           **International hunting tourism – what are international agents and customers looking for?**  
*Mr. Rupert Ellis, The Hunting Agency, United Kingdom*

**11.00 – 11.30**           **International marketing of tourism products – case: The Finnish Tourist Board**  
*Ms. Anne Lind, Director Trade Relations, The Finnish Tourist Board, Finland*

**11.30 – 12.00**           **A Finnish hunting tourist – what does he look for?**  
*Mr. Ere Grenfors, Education Manager, Finnish Hunters' Association, Finland*

**12.00 – 13.00**           **Lunch**

**13.00 – 13.30**           **Survival of the fittest outfitters - meeting the challenges associated with hunting tourism entrepreneurship in northern Sweden**  
*Dr. Fredrik Dahl, Researcher, Department of Ecology, Swedish University of Agricultural Sciences, Sweden*

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## Hunting tourism entrepreneurship in northern Europe – examples and problematics

- 13.30 – 13.55**      **Case 1: Nord Guide, Sweden**  
*Mr. Tommy Holmberg, CEO, Guide and Sales Director*
- 13.55 – 14.20**      **Case 2: Hunting estate Ainola, Finland**  
*Mr. John Wedde, Operational Manager, Hunting estate Ainola*
- 14.20 – 15.00**      **Coffee**
- 15.00 – 15.25**      **Case 3: Mjóeyri, Iceland**  
*Mr. Sævar Guðjónsson, Entrepreneur, Mjóeyri*
- 15.25 – 15.50**      **Case 4: Scotland**  
*Mr. Frank Law, Sporting Manager, Strathspey Estate*
- 15.50 – 16.20**      **The importance of networking in the hunting tourism sector in Swedish Lapland**  
*Mr. Håkan Gyllbring, Hunting Tourism Adviser, Rural Business Development Ltd, Sweden*
- 16.20 – 16.45**      **Discussion and closing the day**
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- 18.00 – 19.00*      *Business to business –meeting for the hunting tourism companies*
- 18.00 – 19.00*      *Press conference*
- 19.00 →**              **Conference dinner**

## Thursday 18th of November

- Chair: Dr. Göran Sjöberg, Department of Wildlife, Fish and Environmental Studies, Swedish University of Agricultural Sciences, Sweden
- 09.30 – 09.45**      **Opening of the day**
- 09.45 – 11.00**      **Keynote lecture: Public attitudes to tourism and recreation based hunting: implications for operators and DMOs**  
*Dr. Michael Campbell, Professor, University of Manitoba, Faculty of Kinesiology and Recreation Management, Canada*
- 11.00 – 11.30**      **Challenges in the management of hunting rights and hunting possibilities in North Finland**  
*Dr. Jukka Bisi, Senior Advisor, Development of Game and Fisheries Metsähallitus, Finland*
- 11.30 – 12.00**      **Hunting tourism as a tool for biodiversity conservation – a European perspective**  
*Dr. Yves Lecocq, Secretary General, Federation of Associations for Hunting & Conservation of the EU (FACE)*
- 12.00 – 13.00**      **Lunch**
- 13.00 – 13.30**      **Expert judgments of game development - precision and usefulness in local game management**  
*Dr. Fredrik Dahl, Researcher, Department of Ecology, Swedish University of Agricultural Sciences, Sweden*
- 13.30 – 14.00**      **Coffee**
- 14.00 – 14.30**      **Challenges to the social reproduction of moose hunting clubs and barriers to commercial hunting**  
*Dr. Ashley Selby, Senior Researcher, The Finnish Forest Research Institute, Finland*
- 14.30 – 15.30**      **Approaches to the economics of hunting tourism**
- Economic impact of hunting in rural Iceland  
*Mr. Jón Thorvaldur Heiðarsson, Researcher, University of Akureyri Research Centre, Iceland*
  - Regional economic role of the small game based hunting tourism in Lapland  
*Ms. Anne Matilainen, Project Manager, University of Helsinki, Ruralia Institute, Finland*
  - Styles of shooting management and the local and regional economic impacts of sport shooting in the Scottish Highlands  
*Ms. Karen Mustin, Researcher, Macaulay Institute, Scotland*
- 15.30 – 16.00**      **Conclusions and closing of the conference**