



# THE SOCIAL SUSTAINABILITY OF HUNTING TOURISM: CROSS-COUNTRY COMPARISON (WORK PACKAGE 2)

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# Structure of presentation

- Stakeholders interviewed
- National contexts
- Definitions of hunting tourism
- Perceptions of public opinion
- Perceived impacts of hunting tourism
  - Positive
  - Negative
- Prospects

# Stakeholders interviewed

Country	Land-owners	Hunters	Policy & rural devt	Hunting enterprises
Iceland	5	4	6	5
Finland	7	8	5	8
Sweden	7	5	5	5
Scotland	10	2	5	8
<b><i>Totals</i></b>	<b><i>29</i></b>	<b><i>19</i></b>	<b><i>21</i></b>	<b><i>26</i></b>

Notes:

- Categories include representative bodies
- Many Scottish interviewees have a dual role

# National contexts for hunting and hunting tourism

- Land
  - All – Hunting rights can be let by owner
  - FIN – Perception of state land as 'our land'
- Hunting culture
  - Strong in all 4 countries but more popular (numerically and culturally) among rural *residents* in Finland (FIN), Iceland (ICE) & Sweden (SWE)

*"In our area people in general hunt and fish and derive their livelihoods from nature"*  
(entrepreneur, Finland)

# National contexts for hunting and hunting tourism

- Rising average age of hunters
  - ICE – Does not appear to be a major concern
  - Rest – Concern expressed about this issue
- Commercialisation of quarry species
  - FIN – Elk (*Alces alces*) still highly communal
  - ICE – Reindeer (*Rangifer tarandus*) commercialised
  - SCO – Highly commercialised for most species
  - SWE – Elk and small game commercialised in South
  - FIN, SWE & SCO seem to place a value on trophy animals (e.g. male elk and red deer - *C. elaphus*)

# Definitions of hunting tourism

- Hunting tourism seen as
  - FIN & SWE – Part of nature tourism
  - ICE – Part of nature tourism?
  - SCO – Distinct from 'tourism' (associations with package tours) *and* nature tourism
- The 'hunting tourism' label
  - FIN & SWE – Understood and accepted
  - ICE – New, with neutral associations
  - SCO – Disliked – hunting tourists tend to be referred to as 'guests'

# Perceptions of public opinion towards hunting tourism

- General

- SCO – Some public hostility, usually on class or moral grounds
- Rest– Public broadly neutral or indifferent

*“Most people probably have very limited knowledge of hunting tourism and thus are indifferent on the matter”* (policy maker, Sweden)

- High volume shoots

- SCO – Becoming harder to justify
- Rest – Not considered appropriate among hunters

# Positive impacts of hunting tourism

- Economic
  - SCO – Crucial to the economy of remote areas
  - Rest – Can extend the rural tourism season and 'showcase' the beauty of remote areas
- Environmental
  - All – Can contribute to successful habitat and game species management
- Social
  - SCO – Helps sustain remote communities
  - FIN & SWE – Could help sustain local hunting clubs

# Negative impacts of hunting tourism

- Socio-economic
  - FIN - Social objectives could be sidelined
  - ICE & SWE – Locals could be priced-out by tourists
  - SCO – Often a net cost to estates
  - All – Concern about economic benefits 'leaking' out of the local area
- Environmental
  - SCO – 'Excess' deer numbers tolerated to ensure a shootable surplus in some areas
  - SWE – Concern about the above for elk

# Prospects

- Expansion

- SCO – Some scope (e.g. younger clientele, hind stalking and rough shooting)
- Rest – Considerable scope

*“People are discovering that this is a resource that has always been there, but they haven’t been creating [a] service around it. There is definitely a market for it”*  
(policy maker, Iceland)

*“[Expanding hunting tourism] is a matter of arrangement, and in my opinion, if handled correctly, there is potential for expansion, diversification and also a shift into a more customer-driven focus”* (hunter representative, Finland)

# Prospects

- Towards a northern hunting tourism brand?
  - Niche market – low volume, high value-added

*“It is better if few pay as much as many, such a product is also much more stimulating to develop”*  
(anonymous interviewee, Sweden)
  - Respect for ecological and socio-cultural sustainability

*“Hunting tourism could indeed affect the possibilities of others and tradition and the roots in rural areas must be taken into consideration. [...] It could be risky to give ‘outsiders’ privileges over local residents”* (policy maker, Iceland)

# Prospects

- Towards a northern hunting tourism brand?
  - Hunting tourism should be marketed 'holistically', as an opportunity to interact with (and learn about) nature 'in the wild' and the local culture
  - SCO – Scope for new enterprises (e.g. community-owned) to learn from Finnish and Swedish practice
  - Rest – Could hunting tourism marketing benefit by adapting the Scottish tradition of hunting tourists as 'favoured guests'?