

# Case Study Template

Please fill in the form below. Do not exceed the length of 3 pages.

Project Details		
<b>Project Name:</b>	Sustainable hunting tourism - business opportunity in the Northern Europe	
<b>Acronym:</b>	NPPHunt	
<b>Preparatory Project Name (if applicable):</b>	Development of sustainable hunting tourism in the Northern Europe (NPPHunt)	
<b>Start Date:</b>	01.01.2008	
<b>End Date:</b>	31.12.2008	
<b>Priority and Objective (tick one priority and one objective):</b>	<input type="checkbox"/>	Priority 1: Promoting innovation and competitiveness in remote and peripheral areas
	<input checked="" type="checkbox"/>	i. Innovation, networks and competitiveness
	<input type="checkbox"/>	ii. Accessibility
	<input type="checkbox"/>	Priority 2: Sustainable development of natural and community resources
	<input type="checkbox"/>	i. Environment as an asset in the periphery
	<input type="checkbox"/>	ii. Urban-rural development and promotion of heritage
<b>Total Budget:</b>	€.1 127 151,00	
<b>Total NPP Funding:</b>	€ 645 701.00	
<b>Project website:</b>	www.north-hunt.org	
Lead Partner		
<b>Title of Institution in English:</b>	University of Helsinki, Rutalia Institute (Ruralia)	
<b>Address/P.O. Box:</b>	Kampusranta 9 C	
<b>Postcode:</b>	60320	
<b>Town:</b>	Seinäjoki	
<b>Country:</b>	Finland	
Contact Person		
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Partnership	Title of Institution in English	Country
<b>Partner 2</b>	Haapavesi Vocational School, (HAO)	Finland
<b>Partner 3</b>	Swedish University of Agricultural Sciences (SLU), Umeå	Sweden
<b>Partner 4</b>	Rural Economy Development (RED)	Sweden
<b>Partner 5</b>	The Research Centre of the University of Akureyri, (RHA)	Iceland
<b>Partner 6</b>	Icelandic Tourism Research Centre (ITRC)	Iceland
<b>Partner 7</b>	Environment and Food Agency of Iceland (UST)	Iceland
<b>Partner 8</b>	Macaulay Institute (MA)	Scotland
<b>Partner 9</b>	University of Aberdeen (Uni- Aberdeen), Department	Scotland

	of Geography and Environment	
<b>Partner 10</b>	Newfoundland and Labrador Outfitter's Association (NLOA)	Canada
<b>Project Description</b>		
<b>Synopsis:</b>	<p>The project will promote the development of sustainable hunting tourism that will diversify the economical activity of peripheral regions in Northern Europe based on the strengths of these areas, by <i>developing the companies and operational environment related to the sector.</i></p> <p>The project will focus on practical development and networking activities based on exchange of transnational information and expertise on hunting tourism with the aims of <i>reducing the obstacles for the entrepreneurship, enhancing the activities of SMEs and provoking discussion and raising awareness of the potential and challenges of hunting tourism</i> based on the northern hunting cultures.</p> <p>As part of the process the project will create sustainable models for hunting tourism and tools for managing sustainability in different institutional settings, which will be combined to the material package and training materials and used in creating the criteria for sustainable hunting tourism.</p>	
<b>Aim and Objectives:</b>	<p>The overall objective of the project is to <i>support the development of sustainable hunting tourism that will diversify the economic activity of peripheral regions in Northern Europe.</i> To be able to reach the overall objective, the project has 6 sub-objectives, which are to:</p> <ol style="list-style-type: none"> <li>1) Develop and enhance sustainable and competitive national and transnational business concepts that will meet the needs of selected customer groups and are based on hunting cultures of Northern Europe.</li> <li>2) Develop the operational environment of hunting tourism by reducing the obstacles for the entrepreneurship and lowering the risk and threshold for start up companies in the sector without jeopardising the ecological and social sustainability.</li> <li>3) Strengthen the co-operation between different interest groups (SMEs, landowners, administration, marketing operators, local communities and education sector) in developing hunting tourism nationally and transnationally</li> <li>4) Strengthen the connections between actors in the hunting and tourism sectors nationally and transnationally</li> <li>5) Evaluate the possibilities for cross-country co-operation to develop a 'Northern brand' for sustainable hunting tourism</li> <li>6) Create and analyse knowledge required in directing future rural development and hunting in Northern Periphery area.</li> </ol>	
<b>Expected Outcomes</b> (please mention products/services):	<p>The project aims to find innovative solutions to transfer the activities of what are traditionally viewed as leisure pursuits to the business environment without damaging the social sustainability.</p> <p>The project will create sustainable business models for hunting tourism in different institutional settings as well as develop <i>tools (models and guidelines)</i> for managing social, ecological and economical sustainability at the local level. This information will be used to produce <i>a material package</i> for the internet, which will be transferred to <i>training material and pilot courses</i> (e-learning and face to face</p>	

	<p>learning) in national languages of the participants. The information will also be used in producing the <i>criteria for sustainable hunting tourism based in northern hunting culture</i>, which will serve as a tool to harmonise the quality variations within the existing SME networks in the sector as well as help to establish transnational operations due to the harmonised quality base. The aim is to create the common criteria for Northern areas.</p> <p>The project will also contribute to developing business activities and new business opportunities by developing <i>new/improved transnational products to the sector as part of sustainable business concepts</i>. The aim is to create up to 3 new or improved innovative hunting tourism products per country. The project will also act as a <i>forum for SME interaction and co-operation</i> and evaluate the potential for joint brand of Northern hunting tourism.</p> <p>In addition the project will <i>contribute to the development of the operational environment of hunting tourism sector</i> by producing <i>objective information</i> (internet material, publications, articles) as well as <i>increasing the awareness of the interest groups and actors on the potential of hunting tourism</i> (seminars, publications, articles, newsletters) and <i>raising crucial issues to the public discussion</i> (seminars, publications, articles).</p>
<b>Outcomes Achieved:</b>	
<b>Information &amp; Communication</b>	
<b>Project Message:</b>	<p>Northern hunting culture does not focus on the bag, but the whole experience including food, stories, northern wildlife experiences and atmosphere. Hunting is strongly connected with the northern culture and respecting the game and nature are some of it's core values. The unique culture and rich natural resource potential is not yet really utilised in tourism sector in northern areas.</p> <p>Sustainable hunting tourism can potentially offer new sources of livelihood and help the tourism companies extend their season especially in remote rural regions, where typically there are rich game populations and large wilderness areas. However, in developing the sector sustainability (ecological, social and economical) is the absolute necessity, which must not be overlooked. Especially the attitudes and opinions of various different interest groups play a vital role in creating opportunities to develop this tourism sector.</p> <p>Only when all sustainability aspects are truly taken in consideration, can hunting tourism gain ethical and responsible image and success in tourism sector. This requires a lot of new objective information related to the sector.</p>
<p><b>Project Publications</b> (brochures, presentations, etc.):</p> <p>These documents can be submitted both electronically and in paper. They should also be uploaded to the website.</p>	<ul style="list-style-type: none"> <li>▪</li> </ul>
<b>Date Submitted:</b>	<b>30.10. 2008</b>