



NORTH HUNT
SUSTAINABLE HUNTING TOURISM IN NORTHERN EUROPE

BUSINESS OPPORTUNITY IN NORTHERN EUROPE
SOCIAL ° ECONOMIC ° ECOLOGICAL



Survival of the fittest outfitters

-meeting the challenges associated with hunting
tourism entrepreneurship in northern Sweden

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Presentation Outline

- Introduction
- Aim of presentation
- Information gathering approach
- Results:
 - What caused the successful entrepreneurs to stay in the business?
 - What caused the unsuccessful entrepreneurs to quit the business?
 - What challenges are most important to overcome for those who start a new hunting tourism business today?
 - What support is required for the hunting tourism industry to be able to develop positively?
- Discussion



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Introduction

- Wildlife is associated with consumptive and recreational values
- Hunting has a long tradition in Sweden
- Mainly for consumption in rural areas of Northern Sweden
- Today hunting has become more of a recreational activity
- In Northern Sweden hunting, and the right to hunt, is largely looked upon by the public as a common resource for the people living there, even though most land is owned by private forest companies or the state



Introduction

- Due to technological development and increased mechanization the need for labor has declined in rural areas of northern Sweden
- Hunting tourism has the potential to diversify local economies
- Hunting tourism in Northern Sweden is a fairly new phenomenon and has not developed much
- Attempts to establish hunting tourism have been met with skepticism
 - less support for sport hunting than for consumptive hunting
- Common arguments are that it may exclude local hunters, cause overharvesting, and increase land leasing fees



Introduction

- To become successful it is important to meet social as well as ecological and economical challenges



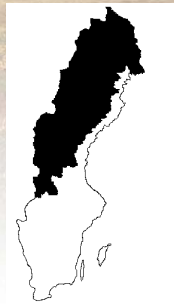
Aim of Presentation

- We compare and contrast views of experienced and established hunting entrepreneurs (successful) with entrepreneurs who have quit their operation (unsuccessful)
- Identify factors of success, as well as structural and economic obstacles, for hunting tourism entrepreneurs in northern Sweden



Information Gathering Approach

- Mail survey and telephone follow-up
- Open ended questions
- Followup survey of 28 persons that eleven years ago were active hunting entrepreneurs



Questions

- **Still active (successful)**
 - what do you consider the reasons are that you have managed to stay in business?
- **Quit the business (unsuccessful)**
 - what caused you to make this decision?
- **All respondents**
 - What immediate challenges do you see as the most important to overcome for those who start a new hunting tourism company today?
 - What is required for the hunting tourism industry to be able to develop positively?



Results

- 75% return rate after telephone follow-up
- 11 successful
- 10 unsuccessful
- Successful active for 15 years (10–23)
- Unsuccessful active for 9 years (3–16)
- The mean age was 53 years for both successful and unsuccessful entrepreneurs
- All respondents were men



Results

What caused the successful entrepreneurs to stay in the business?

- Access and control over a hunting ground
- Alternative sources of income important;

"Another job, apart from the hunting tourism, is necessary. It is impossible to live on hunting tourism alone." (5029).

"It is essential to have more than one leg to stand on, other sources of income are necessary since the hunting season is only about two months long." (5040).

- Solid background; education, study visits and experience from the trade



Results

What caused the successful entrepreneurs to stay in the business?

- Once started up, three major points;
 - Professionalism
 - Tourism – customer first, NOT private hunting!
 - Cooperation
 - A well developed contact network
- Also; social sustainability: transparency, building trust and the importance of involving the local community in the business

"Ensure that others also benefit from your business." (5115).

- As time went by, mistakes became fewer
- All things combined > good reputation from satisfied customers



Results

What caused the unsuccessful entrepreneurs to quit the business?

- three distinct patterns;
 - (1) political decisions and bureaucracy

"The decision that was taken two years ago has made it totally impossible to plan hunts for my guests" (5047).

"Hunting rights can only be bought personally now; it makes it impossible to organise commercial hunting" (5054).



Results

What caused the unsuccessful entrepreneurs to quit the business?

- Opposite to successful entrepreneurs;
 - (2) lack of hunting ground
 - (3) economic issues
- Only one specifically stated something as simple as “my life has changed”



Results

What challenges are most important to overcome for those who start a new hunting tourism business today?

- “External” factors;
 - access to hunting ground
 - professional guides and good dogs
- Successful entrepreneurs;
 - realistic expectations, professionalism, cooperation, transparency, and to find and reach your customers
- Unsuccessful entrepreneurs;
 - professionalism and to find and reach your customers



Results

What support is required for the hunting tourism industry to be able to develop positively?

- Organization
- Rules and regulation
 - trade organization
 - authorization

"There are no long-time rules and regulations decided upon, changes are made constantly" (5085).



Results

What support is required for the hunting tourism industry to be able to develop positively?

- Available, exclusive hunting areas for hunting tourism
 - Land owners are urged to get more involved
- Marketing hunting tourism in northern Sweden as a whole
- Education



Discussion

- According to the survey, there are two major factors limiting the success and expansion of hunting tourism in northern Sweden today;
 - the lack of hunting grounds
 - the lack of long-term rules and regulations
- Apart from the entrepreneurs, mainly two stakeholders involved; land owners and the government (and - local hunters!)
- If both of these are willing to take part and want to facilitate the hunting tourism trade we foresee a very promising future for hunting tourism.



Discussion

- Solutions?
 - Trade organisation
 - hunting entrepreneurs, government, landowners, and other stakeholders
 - long-term solution
 - authorization
 - Member organization(s)
 - organize hunting tourism entrepreneurs
 - promote cooperation between entrepreneurs
 - market a "Northern brand"
 - education?



Discussion

- However, once the external factors are solved in a satisfactory way, it eventually comes down to the entrepreneurs themselves to make it all work.
 - professionalism, cooperation, social sustainability and building up a large contact network
 - acknowledging the fact that hunting tourism in northern Sweden is a part time business



Thank You!

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