



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
<i>Totals</i>	<i>29</i>	<i>19</i>	<i>21</i>	<i>26</i>

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'?