



## **Reference group meeting by video conference in Umeå and Luleå, Sweden, June 8, 2009**

Summary for transnational dissemination.

1. All participants, especially new ones, were welcomed and presented themselves (see Appendix 1).
2. The project's coordinator, Anne Matilainen, at the Ruralia institute in Seinäjoki, Finland, participated via video conference, and gave an account about the conditions for hunting tourism in Finland, and about issues discussed in the project's reference group in Finland.
3. The discussion about systems for authorization and certification of hunting tourism was continued. Göran Sjöberg recapitulated the discussion on the previous meeting. A basic question is how professionalism and serious ambition should be rewarded in relations with landowners and in contacts with potential customers. There is a work going on in the entrepreneur networks to establish criteria for a quality baseline. All agreed that there is a need for a system of rules but not about the way to reach it.
4. Mats Andersson informed about the work for a Swedish national network for coordination of education and training in nature-based tourism, including hunting tourism, after the seminar on March 31 at the Royal Swedish Academy of Agriculture and Forestry in Stockholm. There are plans for a project and funding has been applied for. (Update: This project is now running.)
5. Göran presented the first results from Fredrik Dahl, SLU, from the project's interview study about social acceptance for hunting tourism.
6. We also informed about the project's upcoming international seminar about attitudes toward hunting tourism in Umeå, September 28-29.
7. Håkan and Göran reported from the project's meeting on Iceland in April, and informed about the development of hunting tourism there.
8. A short evaluation of the video conference showed that the participants thought it had worked well, and gave suggestions for further improvement.
9. The next reference group meeting will probably be held as video conference, in early 2010.

Notes and English summary were made by Göran Sjöberg.



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## **Appendix:**

### **Participants at the meeting**

#### ***Luleå:***

Håkan Gyllbring (Hushållningssällskapet Rådgivning Nord/Rural Business Development & Swedish Lapland Hunting Network)  
Karin Hedström (LRF Norrbotten och Västerbotten/Federation of Swedish Farmers)  
Tommy Holmberg (NordGuide)  
Jan-Erik Jaensson (Swedish Lapland)  
Torsten Nilsson (Länsstyrelsen i Norrbotten/County Administrative Board)  
Björn Rutström (Markägargruppen/The Land-owner Group Norrbotten county)

#### ***Umeå:***

Mats Andersson (Hushållningssällskapet Rådgivning Nord/ Rural Business Development & Västerbottens Jakt- och Fiskegille/Västerbotten Hunting and Fishing Guild)  
Torleif Eriksson (Länsstyrelsen i Västerbottens län/County Administrative Board)  
Torbjörn Lövbom (Jägareförbundet i Västerbotten/Swedish Association for Hunting and Wildlife Management)  
Dan Rönnkvist (Markägargruppen The Land-owner Group, Västerbotten county)  
Göran Sjöberg (SLU)

#### ***On telephone:***

Sofia Hammarskjöld (Sveaskog naturupplevelser AB)

#### **The following representatives could not participate:**

Fredrik Dahl (SLU)	Maria Kjellström (Svenska Ekoturismföreningen/Swedish Ecotourism Association)
Göran Ericsson (SLU)	Helén Larsson, (Svenska Samernas Riksförbund/ Association of Swedish reindeer-herding communities)
Owe Geibrink (Jägareförbundet i Norrbotten/Swedish Association for Hunting and Wildlife Management)	Robert Pettersson (Etour, Mittuniversitetet/Mid-Sweden university)
Roger Kempainen (Kommunförbundet i Norrbottens län/Kommunförbundet i Norrbottens län/Association of Local Authorities)	