



**NORTH HUNT**  
SUSTAINABLE HUNTING TOURISM IN NORTHERN EUROPE

# Managing sustainability in hunting tourism companies - business challenges

Workshop results  
Aviemore, Scotland 5.5.2010



**Northern  
Periphery  
Programme**  
2007-2013

Innovatively investing  
in Europe's Northern  
Periphery for a sustainable  
and prosperous future



European Union  
European Regional Development Fund



# Background

- The attendees of the 2nd international workshop of NorthHunt were divided into three teams in order to discuss the topics of ecological sustainability, business challenges and ethics
- This presentation displays the results of the workgroup “Managing sustainability in hunting tourism companies - business challenges”
- All participants were asked to list 3 main issues to address when developing hunting tourism from the business perspective

# Public opinion

- Public acceptance
- Gaining of keeping positive opinion / acceptance by public
- (General) Public perception (of hunting/sport), public opinion
- Public / political views, PR public relations
- Public antipathy to hunting in the UK



# Social issues

- Resistance from non-hunting community
- Optimising impact on local community
- Capturing more value locally
- Local hunters
- Managing the business to fit with public expectations / demands
- Managing the conflicts with other businesses with the same resource

# Skills

- Loss of skills / knowledge
- Basic hunting skill level
- Breadth of hunting skills

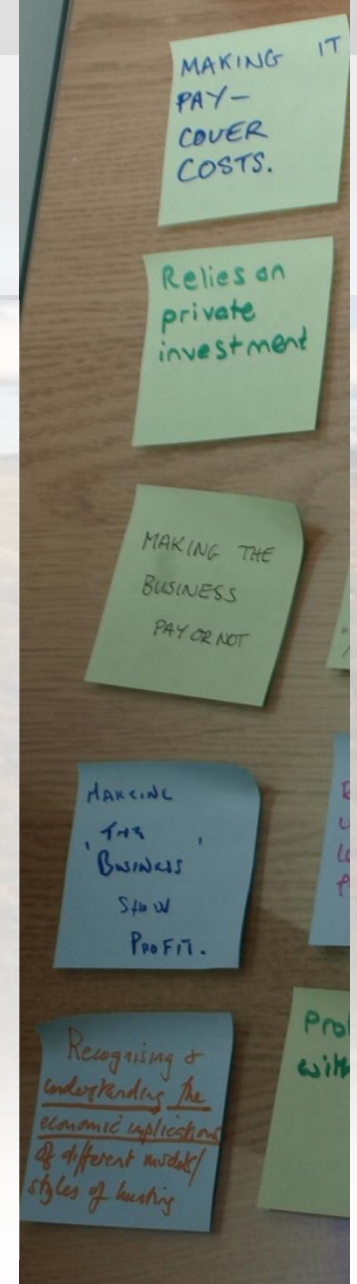
Breadth  
of  
Hunting  
Skills.

Basic  
Hunting  
Skill  
Level.

LOSS OF  
SKILLS /  
KNOWLEDGE

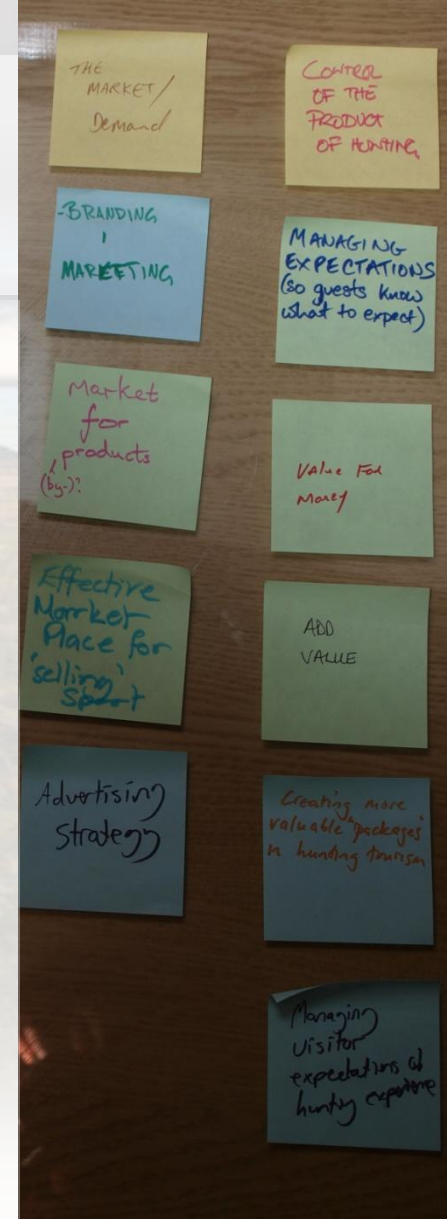
# Profitability

- Recognising & understanding the economic implications of different models/styles of hunting
- Making the business show profit / pay or not / cover costs
- Economic conditions



# Marketing

- Advertising strategy
- Effective market place for selling sport
- Market for (by?)products
- Branding
- Marketing
- The market / demand



# Product design

- Managing visitor expectations of hunting experience
- Creating more valuable packages in hunting tourism
- Add value, value for money
- Control the product of hunting
- Professionalism

# Institutional environment

- Contracts
- Legal issues
- Global economy
- Conservation / government policy
- Political pressure UK / Europe
- Regulations
- Bureaucracy
- Authorisation

Political Pressure  
From U.K.  
And Europe.

CONSERVATION  
POLICY/  
GOV POLICY

GLOBAL  
ECONOMY

LEGAL  
ISSUES

Contracts  
&  
Monitoring  
Land Owners  
Gov. Land

Authorisation  
Education  
Regulations

Bureaucracy

REGULATIONS

Political  
Pressure  
From U.K.  
And Europe.

CONSERVATION  
POLICY/  
GOV POLICY

GLOBAL  
ECONOMY

LEGAL  
ISSUES

Contracts  
&  
Monitoring  
Land Owners  
Gov. Land

# Information

- Education, public education
- Communication within & outside the hunting community
- Information, tradition
- Accurate + agreed data
- Lack of information
- Government & NGO interference without good knowledge

LACK OF INFORMATION

accurate  
+ agreed  
data

Information  
Traditional -  
package -

COMMUNICATION  
BOTH WITHIN AND  
OUTSIDE OF THE  
HUNTING  
COMMUNITY

# Ecology

- Problems with lead
- Reduction on extent of land management for hunting
- Public/state population levels too low for "profitable" hunting
- Government policy if deer are reduced to too low numbers
- Getting deer off the hill (fencing)
- Sustaining the input to support the shooting



# Ecology (continued)

- Prey species demographics
- Enough deer for hunting without damaging ecosystem
- Game populations
- Bag numbers
- Sustainable use of game
- Monitoring

# Other

- Relies of private investment
- Landowners, government land
- Differing objectives
- Balancing pillars of sustainability
- Link to mainstream tourism
- Declining interest in hunting in general

DIFFERING  
OBJECTIVES

Declining  
interest in  
hunting  
(in general)

Link to  
mainstream  
tourism

Managing the  
conflicts with  
other businesses  
using the same  
resource

BALANCING  
PILLARS OF  
"SUSTAINABILITY"

For more information on this workgroup please contact Susanna Keskinarkaus (susanna.keskinarkaus@helsinki.fi) or Anne Matilainen (anne.matilainen@helsinki.fi)

We welcome all comments! Please post any thoughts on the issue on our forum.