



Best practices of sustainable hunting tourism

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Backgroud:

- Hunter since 8 years old*
- Professional hunting & fishing guide (entepreneur) over 25 years*
- Finland, Sweden, Russia, Estonia, Norway, Alaska*





- **SUSTAINABILITY in GAME MANAGEMENT**

- 1. Ecological aspect**
- 2. Economical aspect**
- 3. Social aspect**



- **Ecological aspect**
 - **Have to know the game population**
 - Only the extra growth of the population is under hunting, so the population will stay sustainable, also at the same time taking care that the game reserve stays healthy.
 - The growth of the population has to be such that the e.g. bucks are allowed to grow bigger. This means, that the most wanted individual animals of the game population are present for the hunters.



- **Economical aspect**

- Most important for business: Enough wanted game animals
- Over-populated game reserves are present in the target areas
- Back limits
- High-quality services (?)



High-quality service?



BACK LIMIT ?





- **Social aspect**

- Hunting tourism has to be arranged also in a socially sustainable way. This means that local people accept hunting and feel that they gain benefit from the organized hunting activity.
 - Local people as one interest group can benefit from hunting tourism by creating working possibilities in
- If local people do not approve hunting tourism, it may lead to many problems

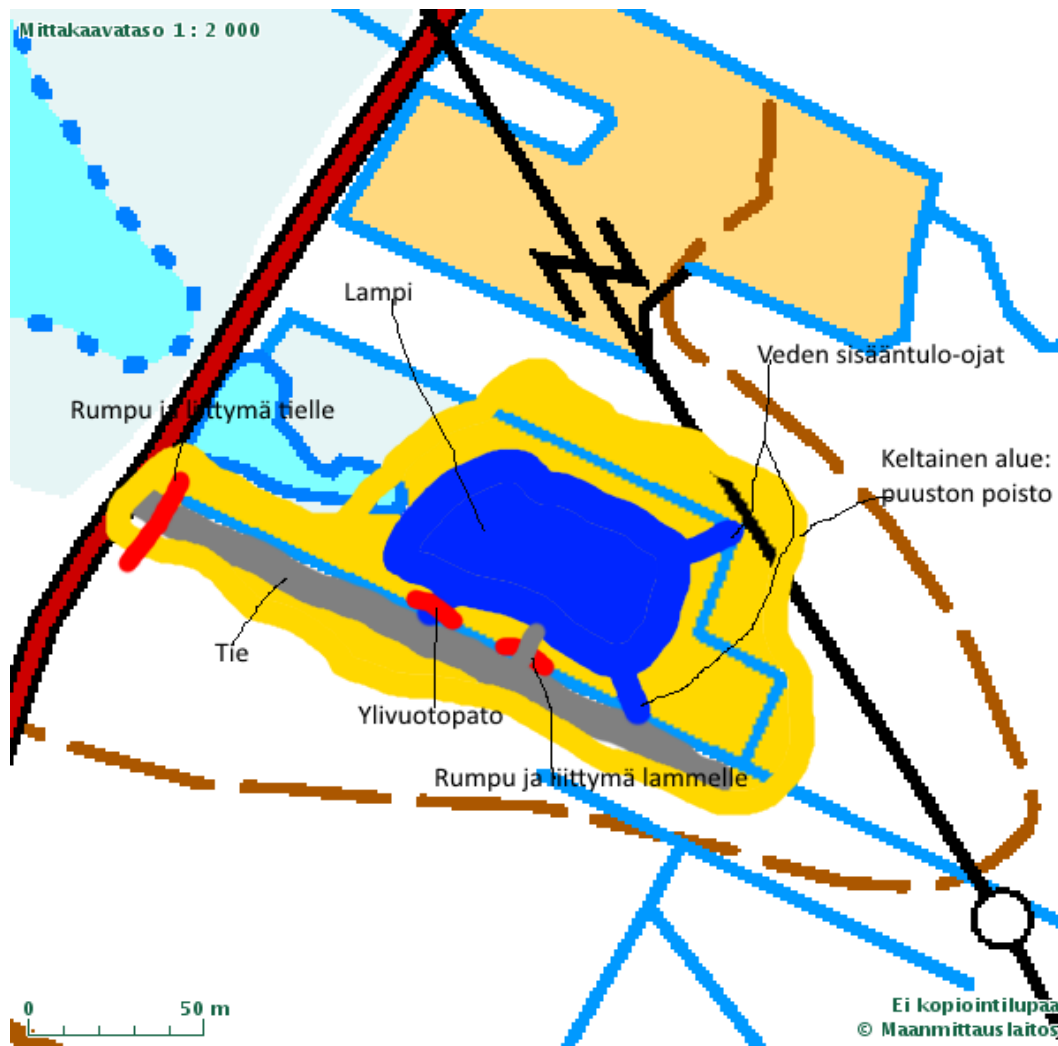


- **CASE – HUNTING MANSION, FINLAND**
- Two private culture-historical mansions, own forests 360Ha.
- The surrounding 2000 ha area local hunting association.
- A common decision was to create an area that
 - is a **commercial hunting area** and
 - **create a new strong population of Fallow Deer** to the target area.
 - Habitat improvement for water birds (ducks) – wetlands
 - Fallow deer farming
 - Game management and hunting plans
 - Strong hunting small predators

Sudensuu

...Takaikin Karjalaan





Ilmakuva (2012) 1:4 000

681-401-5-40

1,44 km (0,9 mi)

0 100 m

Suunnitelmakartta





Different age bucks



Females and calvs





- The company has prerequisites to offer the following hunting services for its customers.
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- - Pheasant hunt for bigger groups
- - Pheasant hunt with pointing dogs for small groups
- - Partridge hunt with pointing dogs for small groups
- - Waterfowl hunt, morning and evening flight
- - Pigeon hunt, morning and evening flight
- - Woodcock hunt with pointing dogs
- - Grouse hunt with pointing dogs and barking dogs
- - Hare hunt with driving dogs
- - Stand and driven hunting of fox
- - Hunting of elk in cooperation with hunting clubs
- - Beaver hunting
- - Stand and driven hunting of roe deer
- - Stand and driven hunting of farmed fallow deer.



- **Building a hunting product for designated target area (actions for 1st year)**
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- **04/2014** Licences and guns import formalities
- **04/2014 – 07/2015** Mapping the hunting geography and locations
- **06/2014 – 07/2014** Road network mapping
- **04/2014** Accommodation arrangements
 - **Hotel accommodation (preferred)**
 - Camping accommodation / **Building a tent camp (preferred)**
 - Cottage accommodation
- **05/2014 – 07/2014** Financial negotiations; Partner search from Europe
- **06/2014** Guide services, setting up vocational training (customer service, safety)
- Building bear hunting locations (If international partners are found)
- **05/2014 → Starting the feeding, carcasses (legality; contracts with fish farming facilities and meat production facilities) and cornfields (must be started even with own risk beforehand, so that successful hunting product is ready in the second year)**
- **06-07/2014** Building hunting stands and shelters (before season starts)
- **07-08/2014** Safety and quality assurance arrangements for Bear hunting (Shooting places, shooting sectors, written and oral operating procedures for customers, going through the hunting process with organising people so that all guides ALWAYS operate in standard way → Lightweight quality system for practicing Bear hunting)



06-07/2014 Facilities for skinning, cooling and freezing the game

05-09/2014 Cost calculations and product pricing (including external services like accommodation, transportation, food and catering etc.)

08-12/2014 Producing sales material and starting marketing activities

08/2014 – 10/2014 Test groups for Autumn season hunt (European tour operators and media)

05/2015 Test groups for Spring season hunt (European tour operators and media)

06/2015 Finalising the product based on feedback from Test groups.

08/2015 First commercial hunting groups

Of this list, each section can be described more in details. More concrete information and direction from local interest groups is needed to deepen each of the activities listed.