



FINLAND

University of Helsinki,
Ruralia Institute
Haapavesi Vocational
School

ICELAND

University of Akureyri,
Research Center
Icelandic Tourism
Research Centre
The Environment Agency
of Iceland

SWEDEN

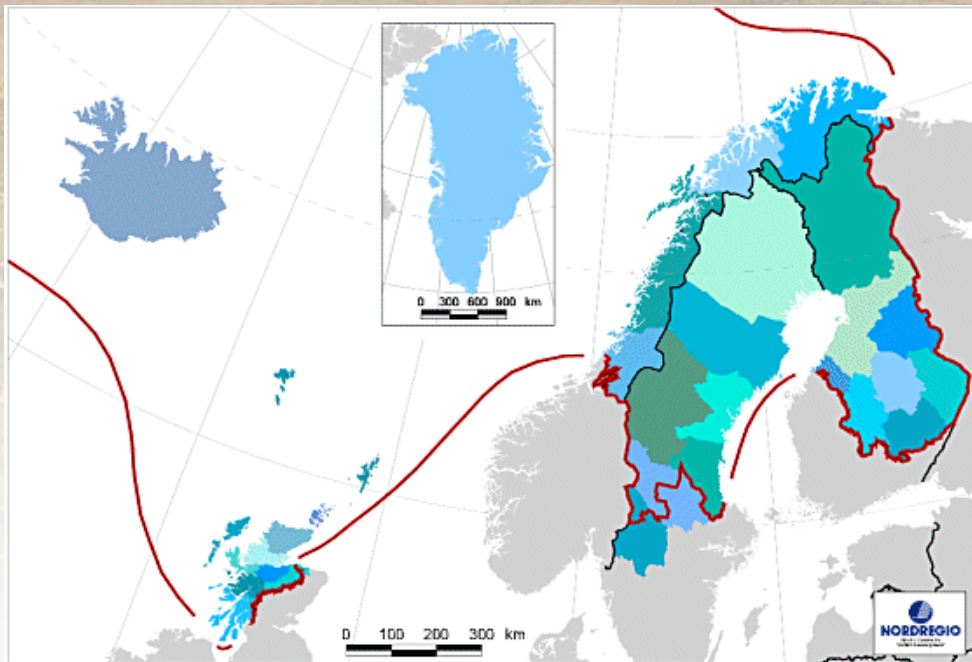
Swedish University of
Agricultural Sciences
Rural Business
Development Ltd

SCOTLAND

Macaulay Institute
University of Aberdeen

CANADA

Newfoundland and
Labrador Outfitter's
Association



SUSTAINABLE HUNTING TOURISM

CANADA ° FINLAND ° ICELAND ° SCOTLAND ° SWEDEN



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



European Union
European Regional Development Fund

[HTTP://WWW.NORTH-HUNT.ORG](http://www.north-hunt.org)

SUSTAINABLE HUNTING TOURISM

A BUSINESS OPPORTUNITY IN NORTHERN EUROPE

Hunting in the North is based on natural game resources and a strong hunting culture. There is now a need to evaluate the sustainability of the hunting tourism sector and its' potential in providing a livelihood in peripheral regions.

SOCIAL SUSTAINABILITY

Because hunting is a delicate issue and the stakeholders are passionate about their cause, social sustainability of the sector is the key sustainability element in developing the sector. The goals and desires of stakeholder-groups need to be understood and addressed. These hunting tourism stakeholder groups include local people, hunting clubs, landowners, indigenous people, customers, policy makers, hunter organizations, NGO's and related sectors in addition to the hunting tourism entrepreneurs.

ECOLOGICAL SUSTAINABILITY

Biological resources set a clear limit to hunting. The hunting tourism sector requires tools to estimate appropriate harvesting levels. Hunting tourism companies need to demonstrate the ecological sustainability of their operations and prepare for population fluctuations. This can be done by monitoring the game populations and acquiring up-to-date information about population levels.

There is considerable variation in monitoring methods between countries and learning from different countries facilitates more efficient monitoring and acquiring knowledge about appropriate responses.

ECONOMIC SUSTAINABILITY

In order to objectively estimate the potential of the hunting tourism sector as a source of livelihood in Northern Europe, there is demand for precise figures on the economic value and potential of the sector. Concrete information will support decision making and contribute to social acceptance.

The multiplicative effects of hunting tourism on the regional economy, the current economic value of the sector, the realistic growth potential of the sector and employment effects are just few of the economic issues that need to be investigated to reliably compare the sector with other sectors and estimate its potential.



NORTH HUNT

Researchers and hunting tourism development specialists in five Northern countries have joined forces to address the need to evaluate the social, ecological and economic potential of hunting tourism in the Northern Periphery. The development of hunting tourism in the North is based on natural resources and focuses on developing the companies and the operational environment. NorthHunt does this by acquiring accurate information to facilitate practical development and tight networking based on the exchange of transnational experts. North Hunt also aims to provoke discussion and raise awareness of the potential and challenges of hunting tourism based on the Northern hunting cultures.

The project results will help the development of existing hunting tourism companies and enhance the viability of new companies in Northern Europe. The results will bring valuable information to support decision making at both administrative and entrepreneurial levels and assist in creating social acceptance in the operational environment of the enterprises. The results will also provide tools and material for training and further developing the sector.

OBJECTIVES

The overall objective of the project is to **support the development of sustainable hunting tourism that will diversify the economic activity of peripheral regions in Northern Europe**. The project has 6 sub-objectives, which are to:

1. Develop and enhance sustainable and competitive national and transnational business concepts, based on hunting cultures of Northern Europe.
2. Develop the operational environment of hunting tourism by reducing obstacles for entrepreneurship and lowering entry-thresholds for start-up companies in the sector, without jeopardising ecological and social sustainability of hunting.
3. Strengthen the co-operation between different stakeholders in developing hunting tourism nationally and transnationally.
4. Strengthen the connections between the hunting and tourism sectors nationally and transnationally.
5. Evaluate the possibilities for cross-country co-operation to develop a 'Northern brand' for sustainable hunting tourism.
6. Create and analyse knowledge required for directing future hunting development in the Northern periphery area.

