Evaluating the hunting tourism potential: International case studies

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Evaluating the hunting tourism potential:

International case studies

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CONTENTS

Preface

This book is primarily educational material for teaching in the field of hunting tourism and could be useful for other students who, in their research, deal with topics related to hunting and hunting tourism. This guidebook provides the basics of hunting tourism and more clearly understands the basic characteristics of a hunting tourism destination. The case studies presented here represent briefly hunting management and hunting tourism within four different countries (Czech Republic, Serbia, Finland, and Hungary) that share some similarities, but also many differences in hunting management and hunting traditions. In each case, students can learn about each country's approach to hunting and their method of organizing hunting and hunting tourism.

However, the main goal of this guidebook is to present methodological possibilities for the evaluation of hunting tourism potential in different countries. The center of attention was to present evaluation methods that can be used to answer questions related to hunting tourism destination assessment and to indicate what factors influence hunting tourism development the most with the various methods. Some of the presented methods of evaluation include the assessment of four elements of a hunting tourism destination: location, natural resources, human resources, and hunting tourism infrastructure and services. These methods rely more on quantitative datasets and scoring methods, while another method is based more on qualitative analysis. Students could find in this guidebook, precisely described methodology for evaluating hunting tourism potential. This material could help them during their research and guide them to estimate the potential of some other hunting tourism destinations which are the topic of their research. In the end, the summary of the guidebook is provided in Czech, Finnish, Hungarian and Serbian language.

Introduction to hunting tourism

Hunting is a popular form of nature recreation that presents a significant form of business, and an important part of cultural heritage (Bauer & Herr, 2004). It is an activity enjoyed by seven million Europeans (Brainerd, 2007). Hunters have different motivations for taking part in hunting activities. These include obtaining preferred trophies, enjoying the environment, testing their hunting skills, escaping everyday life, excitement, self-actualization, and social interaction (Gigliotti, 2000; Heberlein & Kuentzel, 2002; Komppula & Gartner, 2013; Manfredo et al., 2004; Radder, 2005; Suni & Pesonen, 2017).

Hunting involves a set of human activities that are aimed at harmonizing the relationship between man and wildlife, which is based on a knowledge of the basic biological properties of game species, ecological factors, as well as the principles of integrated conservation and sustainable development. Managing hunting grounds plays an important role in rural development and it deserves special attention. Hunting ground management aims to make optimal conditions for the game's life and habitat, but also to create the hunting grounds suitable for the development of hunting tourism and thus reinforce the positive impact of hunting in preserving the ecological balance which is reflected in the protection of hunting spaces, improvement of wildlife habitat, reintroduction of species, etc.

Hunting tourism is a part of hunting management and is consisted of the trip and activities of hunters whose primary motive is hunting (Brainerd, 2007; Leader-Williams, 2009; Nygard & Uthardt, 2011). Hunting tourism presents the trip, stay, and consumption of hunter-tourists in natural environment-hunting grounds, where the activity is hunting wild animals (Marić, 2003). Hunting tourism is a tourist movement whose main motive is to actively stay and engage in hunting as a form of recreation in a healthy natural environment.

Hunting tourism activities and their success is conditioned by the existence of sufficient game fund (Prentović, 2006). One of the distinctive characteristics of hunting tourism is that game is the basic natural resource that dictates the development of hunting tourism, and therefore is the basic motivator of hunting and tourist activities (Brainerd, 2007; Leader-Williams, 2009; Nygard & Uthardt, 2011). Thus, hunting tourism presents a specific form of tourism, where natural resources are consumed, unlike most other forms of tourism. As such hunting tourism is classified as a consumptive activity within the term wildlife tourism (Higginbottom, 2004; Lovelock, 2010; Matilainen & Keskinarkaus, 2010; Tremblay, 2001). It implies the exploitation and utilization and direct sale of its primary natural resource.

These points should be acknowledged when mentioning hunting tourism (Prentović, 2006):

- hunting tourism is the movement and active stay of hunters-tourists in a specific natural environment (hunting ground) motivated by hunting game;
- game hunting is a special form of recreation in a healthy natural environment;
- hunter-tourists satisfy their motives by shooting or by observing and recording wild game;
- besides hunting game, hunting tourists make other various forms of consumption;
- to meet all the needs of hunter-tourists during their stay in the hunting ground, a variety of services are provided that are charged according to the current prices.

Ripple et al. (2016) touched upon the fact that the ecological and evolutionary effects of trophy hunting need to be further evaluated before being considered a valuable conservation tool. Deere (2011) argues that hunting tourism brings positive economic and environmental benefits, but, on the other hand, has negative aspects such as unsustainable quotas, poaching, corruption, and misconduct. Populations of some species could decline as a result of trophy hunting and thus suggesting that trophy hunting needs to be based on ecological sustainability (Packer et al., 2011). Well-organized hunting and hunting tourism activities have proven to be beneficial for nature conservation (Di Minin et al., 2016). Revenues made via hunting tourism are returned to these regions through direct investment and sustainable wildlife management (Leader-Williams, 2009). This presents an additional source of income for peripheral regions where other forms of tourism are underdeveloped (Baker, 1997; Gunnarsdotter, 2006; Lindsey et al., 2006; Lindsey et al., 2007; Matilainen, 2007; Samuelsson & Stage 2007; Willebrand, 2009). It was indicated that hunting tourism can have a significant positive effect on the local community (Bauer & Herr, 2004; Chardonnet et al., 2002; Mbaiwaa & Stronza, 2010; Naidoo et al., 2016; Samuelsson & Stage, 2007; Sharp & Wollscheid, 2009) with considerable economic benefits (Barnes, 2001; Bauer & Herr, 2004; Hull et al., 2007).

The final hunting tourism product should be plotted in a way to meet the requirements of hunter tourists. Some authors identify hunters-tourist as serious hobbyists since they spend a lot of free time improving their knowledge, and hunting skills, or participating in hunting activities (Komppula & Suni, 2013; Suni & Pesonen, 2017). Therefore, these tourists are willing to spend considerable funds to hunt wildlife in different hunting destinations. The features of the hunting product of each hunting destination are determined by its natural resources, and other segments of the tourist offer such as the level and quality of facilities and services, accessibility and transport, organizational elements, and others (Prentović, 2006).

Hunting tourism is one of the selective types of tourism that is based on the use of natural resources. As the game and preserved wildlife habitat are the main motives in hunting tourism trends, hunting tourism planning should be developed with more attention than in the past. Hunting and hunting tourism are closely connected, and their developments are interrelated. To develop hunting tourism, the main requirement is that the hunting ground has attractive game species as well as a preserved natural environment. On the other hand, hunting tourism is one of the most important sources of financing in game and habitat preservation because a certain amount of funds generated through hunting tourism returns to the hunting grounds in the form of investments in hunting i.e. in the protection of wild animals, and the construction of technical and breeding facilities, and in the infrastructure.

The characteristics of hunting tourism destination

The main segments of each specific tourist destination are **attractiveness** (natural and anthropogenic benefits within the destination such as natural and human resources, material and technical resources), **facilities and services** (necessary facilities for accommodation and food, as well as all other benefits that allow tourists to stay), and **accessibility** (expressed in cost, speed, and convenience of arrival at the destination) (Popescu, 1991). The hunting ground is a very specific tourist destination. It is, on one hand, a hunting tourism destination, and the basic spatial unit for the existence of the wild game, on the other hand. The hunting ground, as a part of nature, is a kind of tourist destination where activities of hunting tourists take place, and above all hunting tourism. A hunting ground, as a potential hunting tourism destination, within these three characteristics, also have special prerequisites necessary for hunting tourism (Figure 1).

1. **Attractiveness** - The main attractiveness of a hunting ground, as a tourist destination, is one or more species of game with appropriate quantitative and qualitative characteristics relevant to the organization of tourist hunting. However, the significant attractiveness of hunting grounds is also suitable hunting areas with their recreational and aesthetic strength. The attractiveness of hunting areas is complemented by the necessary hunting facilities such as low and high stands, observation posts, hunting trails, areas for weapon testing, and other artificial facilities in the hunting ground. However, human resources are also one of the attractiveness of hunting grounds (Prentović, 2006). By these human resources meant hunting managers that are professional and able to organize safe and successful tourist hunts. If a hunting destination has an optimal game fund, hunting managers must constantly work on improving other elements of the hunting tourism product to increase the destination's visibility in the hunting tourism market.
2. **Facilities and services** - An important segment of every hunting tourist destination is appropriate facilities for accommodation and other services in the hunting ground. These include comfortable hunting lodges, facilities for hunting dogs, facilities for recreation, and entertainment activities (Martín-Delgado et al, 2020; Matejević et al., 2022; Ponjiger et al, 2015; Prentović, 2006). Since hunting implies outdoor terrain, an important element is the means of transport. Hence facilities contain the means for transporting tourist-hunters from accommodation facilities to hunting grounds where hunting is carried out. These include off-road vehicles, carriages, sleds, boats, speedboats, and other vehicles suitable for the outdoors. Within the receptive facilities in the hunting ground, there is a need for souvenir shops, hunting equipment, and other items needed by tourists, hunters, and members of their families, who often stay with them at the hunting ground.
3. **Accessibility** - Accessibility is also an important segment of a hunting tourist destination. Given the two categories of potential tourist hunters (foreign/domestic), the accessibility could be viewed in two ways, ie. concerning foreign and internal tourist emitting areas. When it comes to foreign areas, accessibility should be calculated by taking into account the distance to the main traffic corridors, airports, or waterways. The quality of roads from the main traffic corridors, airports, i.e., ports to the given destination should also be taken into account. Since the main domestic areas are large cities and their surroundings, the accessibility of hunting grounds, as hunting tourist destinations, is assessed by taking into account the distance and quality of roads from a particular center (area) to a potential destination.

Figure 1. Elements of hunting tourism destination

Hunting tourism potential evaluation

Tourist destinations in general, including hunting tourism destinations, differ in terms of attractiveness to the target groups of tourists (in this case, hunters-tourists), and therefore it is necessary to determine the tourist value of each of them individually, which is achieved through a special methodological procedure. All the above-mentioned elements of the hunting tourism destination are, to a large extent, in the domain of subjective perception and evaluation of each potential tourist hunter. It is necessary to perform tourist valorization, which represents a qualitative and quantitative assessment of the tourist value of all previously listed values, as well as other constitutive elements of the tourist potential of a given hunting destination (Prentović, 2006).

Quality is vital for the development of a successful hunting tourism product. Europe has an exciting mix of different hunting tourism products. Nonetheless, after the Covid 19 pandemic, rapid growth in alternative destinations worldwide is expected. That means that Europe’s hunting tourism industry today faces the need to be ever more quality conscious to continue to attract tourists in a global marketplace. Quality is the decisive competitive instrument in tourism as well as in hunting tourism and evaluation of the potential is the first step. The proposed approach to the analyses and evaluation of conditions for the development of hunting tourism is based on this logic. The abovementioned parameters, which may be recognized as the most influential, are accepted as a basis for the development of the methodology for evaluating hunting tourism potential.

However, despite similarities, there are differences in hunting traditions and hunting systems among European countries, thus different approaches to hunting tourism potential evaluation can be adopted. One of the methods is based on the main elements of hunting tourism destination (attractiveness, accessibility, and hunting tourism facilities and services), and it is exemplified by case studies 1 and 2. This method is providing a scoring system that quantifies these hunting tourism destination characteristics. According to this method, hunting grounds could be analyzed based on large datasets collected from various sources (official statistical databases, hunting ground databases, or stakeholder data). However, the methodologies in case study 1 and 2 have some differences in valued items within hunting tourism destination elements, because of the conditions of tourism hunts organizations in these two countries (Serbia and the Czech Republic). Despite these small differences, this kind of methodology could be used, also, for estimating the hunting tourism potential of some region or country from the aspect of specific hunting tourism opportunities (reed deer hunting; roe deer hunting; mouflon hunting, and so on).

Another option is to use the method that is based more on a qualitative analysis, which is highlighted in case study 3 (Hungary). This method includes a series of in-depth interviews that should gather necessary information about three dimensions and categories of hunting tourism potential evaluation of hunting grounds (natural conditions, intensity of wild game management, and business objectives). However, case study 4 (Finland) is an example of how to approach some specific issues in estimating the tourist value of hunting grounds. This case includes statistical methods and analyzes why some hunting tourism products and hunting areas are not used to their full potential.

CASE STUDY I – ESTIMATING HUNTING TOURISM POTENTIALS IN VOJVODINA REGION (NORTHERN SERBIA)

[1]Matejević, M., Marković, V., Ristić, Z., Kovacević, M., Ponjiger, I.

Hunting and hunting tourism in Serbia

Serbia has a long tradition of organized hunting which, together with its natural potential and favourable climate, represents a good-quality foundation for sustainable development of the hunting sector. The Republic of Serbia as a hunting tourism destination occupies 88,499 km² from which hunting grounds cover around 96% of the country's total area. There are 371 hunting grounds in Serbia. Three geographical regions can be distinguished which are harmonized with the administrative division. The Vojvodina region is a plain situated in the northern part of the country with 154 hunting grounds. The central part of Serbia is mainly hilly with 205 hunting grounds and Southern Serbia (Kosovo and Metohija *Un1244) is a mountainous region with 11 hunting grounds. Hunting grounds in Serbia cover, except for urbanized areas, almost the whole country's area, while the National hunting association is considered the largest non-governmental organization in the country. According to the Law on Hunting ("Sl. glasnik RS", br. 18/2010 i 95/2018), the hunting ground is a natural area in which there are conditions for permanent protection, management, hunting, use, and improvement of game populations.

The Ministry of Agriculture, Forestry, and Water management of the Republic of Serbia and the Provincial Secretariat for Agriculture, Water Management, and Forestry have jurisdiction over all matters concerning hunting. Game is the property of the State and the Ministry establishes hunting grounds and gives it to users for a period of 10 or 20 years. According to the Law on Hunting ("Sl. glasnik RS", br. 18/2010 i 95/2018), a user of the hunting ground is a legal entity who has been given the right to manage the hunting ground. One hunting ground user can manage one hunting ground. The user of the hunting ground is obliged to pay (to the state) an amount of 10% of the value from the planned hunting quota for each species, except for small game from production (e.g. pheasant). Hunting grounds are established as open or fenced. According to the Law on Hunting ("Sl. glasnik RS", br. 18/2010 i 95/2018), hunting grounds with uninterrupted migration of game are considered open hunting grounds. Hunting grounds in Serbia are managed by public enterprises, hunting associations/clubs, National parks, Serbian armed forces (Ministry of Defense), fish ponds, and private users (on private land).

Hunting tourism in Serbia, and principally in Vojvodina (the northern province of Serbia), gradually developed during the second half of the 20th century. The peak was in the 1980s when hunting tourism was the most intensive in these areas, and significant revenues were generated through hunting tourism both for hunting grounds and for tourism organizations (Ristić, Marković, Dević, 2009). Vojvodina was a notable destination among foreign hunters, and most of the revenues were invested in game production, marketing, import of hunting equipment, and scientific research projects.

The majority of fenced hunting grounds are managed by two public enterprises „Srbijašume" and „Vojvodinašume". Mostly big-game species are managed in these hunting grounds. The main species

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are red deer and wild boar, followed by roe deer, fallow deer, and mouflon. In hunting grounds managed by "Vojvodinasume" hunting activities are organized mainly for foreign hunters-tourists. However, over the past couple of years, the number of domestic hunter-tourists is on the rise.

Almost 85% of hunting grounds are managed by hunting clubs. The most prominent hunting clubs are mainly based in the Vojvodina region, which has a long hunting tradition and developed hunting tourism. The main game species managed by hunting clubs in Vojvodina and central Serbia are roe deer, wild boar, and pheasant. Most national records of roe deer trophies are hunted in hunting grounds managed by hunting clubs in Vojvodina.

According to Serbian legislation, each hunting year starts on April 1st and ends next year on the 31st of March. The hunting year consists of several hunting seasons, in effect for each game species is a particular hunting season. Instead, to buy numerous hunting licenses for various hunting seasons, hunters have to purchase only one hunting license (which guarantees the right to go hunting) for a given hunting year. Besides buying this hunting license, domestic and foreign hunters have to have a hunting permit (organization of hunting) for every hunt.

In Serbia, hunting tourism arrangements have to be organized by a travel agency that provides a hunting license and hunting permit to a foreign hunter, as well as all other documents for hunting weapons and dogs and the export of meat and game trophies. A hunting travel agency that mediates between a tourist and a hunting ground user provides all services (reservations, documentation, transport, border procedures, etc.) (Figure 1a).

Figure 1a. Hunting tourism cash-flow diagram

On the other hand, the user of the hunting ground (hunting ground manager) is obliged to organize hunting in the hunting ground, transport, guides, drivers, processing and preparation of trophies, etc. If there are accommodation facilities in the hunting ground, the manager provides accommodation and food services in these accommodation facilities, and if there are none, the travel agency provides accommodation in a hotel or other accommodation facility near the hunting ground. An administrative fee is required for the import of weapons. The travel agency provides transport to the hunting ground and accommodation, especially if the hunters come by air transport. Since there are no accommodation facilities in each hunting ground or they are insufficiently equipped, there is an increasing number of ranches and private hotels that are used as accommodation facilities for tourist hunters. Tourists in Serbia can hunt one game species or several species of game during their stay at the destination. Also, individual hunting or group hunting is possible.

The price of red deer, fallow deer, and roe deer trophies is calculated based on the weight of the trophy, except for the gold medal deer trophy which is calculated based on CIC points. The most popular big game species for hunting tourism in Serbia are roe deer, red deer, and wild boar. Also, tourist hunters are interested in hunting fallow deer, mouflon and chamois, and wolf. In the region of Vojvodina hunting tourism activities are most developed, since it has a long hunting tradition, good accessibility, optimum game populations, and well-organized hunting grounds with proper accommodation. Many foreign tourists come to Vojvodina for hunting quails, which is also very popular.

This research aimed to measure the hunting tourism potential of hunting grounds in Vojvodina (Northern Serbia) from the aspects of the tourism offer. The first objective was to set criteria for the evaluation of their international, national, regional, and local importance. Further, a comparison of the conditions of areas was made to answer which area is more suitable for the development of hunting tourism and which should have more support in this field. The aim was also to show the results in maps done in GIS to present these results more understandable.

Methodology

Tourist valorization represents a qualitative and quantitative analysis and assessment of tourist resources, intending to evaluate their value (Frenzel and Frisch 2020). Tourist valorization as a qualitative and quantitative assessment of the tourist value is a significant stage in tourism planning, and at the same time very complex, especially in the part relating to the evaluation of both the motive and the constituent elements of tourism potential (Božić and Tomić, 2016; Truchet et al, 2016). Tourism valorization is not only an adequate method for the evaluation of the tourist attractiveness of the site but also an important starting point for tourism development plans of any destination.

Unlike other tourist values (cultural, natural, sports-recreational, and other) which are well researched, there is insufficient methodological research on the valorization of hunting tourist destinations. Having in mind the characteristics of hunting tourist destinations, hunting tourist valorization should include the evaluation of all important resources or values on a micro (hunting grounds), meso (hunting areas), and macro plan (total hunting tourist areas of the country).

Given the specificity of hunting tourist destinations, it is impossible to fully apply any used models of tourist valorization in their original form. It is possible to accept some of the ideas and solutions from the model of tourist valorization by the World Tourism Organization, especially those from the methodological procedure of environment valorization. When evaluating hunting tourist destinations, it is necessary to assess: accessibility, natural characteristics, human resources, and facilities, as well as the achieved reputation of this kind of tourist destination.

The methodology for evaluating the hunting tourism potentials of hunting grounds, hunting areas, hunting regions, or other hunting tourism destinations has been developed regarding the previous research in this field, primarily made by Delić (2010) and Prentović (2007; 2014). This method of evaluation includes evaluating four elements of a hunting tourism destination: location, natural resources, human resources, and hunting tourism infrastructure and services of a hunting tourism destination (see Table 5). An explanation of each chapter of methodology is in the following text.

Methodology of the evaluation of location hunting tourism potential

The location factors are important determinants of most tourism activities and basic functional and spatial dimensions, as well as the base of differentiation in the recreational use of the territory and tourism regionalization (Vystoupil, Šauer & Repík, 2017). The evaluation of the location means the assessment of several parameters: traffic connectivity, distance from the airport, positioning with emitting areas in the country and abroad, position compared to nearest attractive domestic hunting grounds, and position compared to nearest attractive hunting grounds abroad (Table 1). For the factor **”traffic connectivity”**, the basic indicator is the distance between main roads (highways) and the total traffic network in the country. Depending on the distance from a hunting ground (or more precisely the meeting place within the hunting ground), it could be valued with a maximum of 5 points (Table 1). For the factor **”distance from the airport”**, the basic indicator is the distance from the main state airport or a larger international airport (maximum 3 points).

Table 1. The criteria for the evaluating location characteristics

Criterion	Description*
Traffic connectivity	• up to 20 km away from the highway – 5 points • from 21 km up to 40 km away from the highway – 4 points • from 41 km up to 60 km away from the highway – 3 points • from 61 km up to 80 km away from the highway – 2 points • more than 80 km away from the highway – 1 point
Distance from the airport	• up to 50 km away from an airport – 3 points • from 51 km up to 100 km away from an airport – 2 points • more than 100 km away from an airport – 1 point
Location concerning emissive areas in the country and abroad	• up to 200 km away from the nearest significant emissive areas – 4 points • 200 - 400 km away from the nearest significant emissive areas – 3 points • 400 - 600 km away from the nearest significant emissive areas – 2 points • more than 600 km away from the nearest significant emissive areas – 1 point
Location compared to nearest attractive domestic hunting grounds	• up to 50 km away from the nearest attractive domestic hunting grounds – 4 points • 50 - 100 km away from the nearest attractive domestic hunting grounds – 3 points • 100 - 200 km away from the nearest attractive domestic hunting grounds – 2 points • more than 200 km away from the nearest attractive domestic hunting grounds – 1 point
Location compared to nearest attractive hunting grounds abroad	• more than 250 km away from the nearest attractive hunting grounds abroad – 4 points • 150 - 250 km away from the nearest attractive hunting grounds abroad – 3 points • 100 - 150 km away from the nearest attractive hunting grounds abroad –2 points • up to 100 km away from the nearest attractive hunting grounds abroad – 1 point
Total	The maximum possible score for LOCATION is 20 points

**The distances that are proposed are optional. These are proposed for Serbia. It should be modified to suit every country (region...)*

"Location in relation to demand areas" is a factor that influences the process of choosing a hunting destination. When managing the destination, it is crucial to harmonize all promotional efforts to specific emiting markets, especially activities related to managing the promotional mix (Morrison, 2013). Travel costs could play an important role as an argument for choosing a destination considering the distance due to the travel costs (Mihajlović, 2020). Some researchers point out Germany, Austria, the Benelux countries, and Italy as the main demand for hunting tourism in European countries (Hofer, 2002; Komppula & Suni, 2013). In Serbia, according to some research, the majority of hunter tourists came from Austria, Germany, Italy, and Switzerland (Armenski, 2008; Dragin 2006, Matejević et al, 2022).

For the factor **"location compared to nearest attractive domestic hunting grounds,"** the basic indicator is the distance from attractive domestic hunting grounds. A maximum of four points is awarded to hunting destinations if it is very close to some attractive hunting ground within the same country since in such a case these destinations could make common hunting tourism offer. Cooperation between adjacent hunting grounds could lead to a broader offer and a better presence on the market. On the other side, for the factor **"location compared to nearest attractive hunting grounds abroad,"** it is more favourable that attractive foreign hunting grounds be as far as possible since these hunting grounds could pose significant market competition.

Methodology of the evaluation of natural hunting tourism potential

Assessing and evaluating the natural resources factor (game and habitat conditions) is based on the estimated population density of a particular tourist attractive game species in the observed hunting ground or region (depending on the main game in hunting tourism offer).

Table 2. shows examples of optimal population density for three game species in Serbia based on game management research in Serbia. Overpopulation is rated with 3 points since trophy values decline with the number of individuals bigger than optimal (Ristić et al, 2014). Also, there are more chances for spreading various diseases among game (African swine fever for instance) and domestic pigs. With overpopulation, the damage to agriculture and forests is much greater (Frackowiak et al. 2013; Schley et al. 2008). Then the obtained average would be multiplied by a coefficient of 10. On that basis, a maximum of 40 points can be gained (see Table 2). The number of game species in the hunting tourism offer is estimated as follows: one game species – 1 point; two game species – 2 points; three game species – 3 points; four game species – 4 points and more than four game species – 5 points.

Table 2. The criteria for the evaluating natural resources

Criterion (game species – optional)	Description
Red deer	• optimal population density (2-3 individuals on 100 ha) – 4 points • overpopulation (more than 3 individuals on 100 ha) – 3 points • medium population density (1-2 individuals on 100 ha) – 2 points • small population density (up to 1 individual on 100 ha) – 1 point
Wild boar	• optimal population density (2-3 individuals on 100 ha) – 4 points • overpopulation (more than 3 individuals on 100 ha) – 3 points • medium population density (1-2 individuals on 100 ha) – 2 points • Small population density (up to 1 individual on 100 ha) – 1 point
Roe deer	• optimal population density (6-10 individuals on 100 ha) – 4 points • overpopulation (more than 10 individuals on 100 ha) – 3 points • medium population density (2-6 individuals on 100 ha) – 2 points • small population density (up to 2 individuals on 100 ha) – 1 point
Number of species available in hunting tourism offer	• more than four game species – 5 points • four game species – 4 points • three game species – 3 points • two game species – 2 points • one game species – 1 point
Total	The maximum possible score for NATURAL RESOURCES is 45 points

Methodology of the evaluation of human resources as hunting tourism potential

The third factor is the **human resources** at the destination. Human resources are considered to be the expertise, training, and work ethics of the personnel who, through their engagement, can provide diverse and maximum promotion and utilization of the complete hunting tourist offer, meeting all needs of hunter-tourist (Matejević et al., 2022; Prentović, 2005). The evaluation of these is done by assessing the quality of human resources, which implies the presence (or absence) of highly educated professionals, knowledge of foreign languages, organization of promotional activities, and pricelists (Table 3).

In Serbia, high schools, colleges, and faculties educate experts in the field of hunting management and hunting tourism, as well as forestry. However, sometimes people working in hunting grounds don't have this type of **education** work in hunting grounds. Therefore, this methodology included the assessment of this type. In some hunting grounds in other countries (usually in those that are state-owned), people work as professionals. But also, other hunting grounds are managed by hunting associations hunting done by people as their hobby. This makes differences among hunting destinations. In hunting grounds where hunting tourism activities have traditionally been conducted for many years, employees mostly speak English or German. On the other hand, other hunting grounds may have tourist potential, but employees do not have basic **knowledge of foreign languages**. The basic indicators for the evaluating organization of promotional activities of hunting grounds are **internet presence** (updated website of the hunting destination), **social media presence** (updated social media profiles), **exhibiting at hunting fairs and trophy exhibits**, and **the existence of printed publications**. **Pricelist** is, also, an evaluated factor since it could have significance when choosing a hunting tourism destination (Dragin, 2006; Prentović, 2014). In some countries where professional hunting is offered (professional hunting managers and professional hunting guides are employed), prices are higher, but also service is very good in comparison with small hunting associations. Such associations often offer hunting of the same or similar species but not on such a professional level. This also makes differences among hunting grounds. Hunting grounds in areas where professional hunting is offered already gets higher grades (more points), so the price is the only factor where other hunting grounds could gain points. These different types of hunting grounds could be interesting for different hunter-tourist groups.

Table 3. The criteria for evaluating human resources

Criterion	Description
Managers and hunting guides	• tertiary education (faculty) – 3 points • secondary education (high school – 2 points • primary education –1 point
Knowledge of foreign languages	• knowledge of more than one foreign language – 2 points • knowledge of one foreign language – 1 point • without knowledge of foreign languages – 0 point
Internet presence	• the existence of a website that is updated periodically or regularly – 2 points • the existence of a website that is rarely updated – 1 point • lack of official website 0 point
Social media presence	• active social media presence – 1 point • no social media presence – 0 point
Exhibiting at hunting fairs and trophy exhibits	• exhibiting at more than one foreign hunting fair – 3 points • exhibiting at more than one domestic hunting fair – 2 points • exhibiting at one domestic or foreign hunting fair annually – 1 point • not exhibiting at fairs and exhibits – 0 point
Printed publications	• making brochures with offers in more than one foreign language – 3 points • making brochures with offers in one foreign language – 2 points • making brochures with offers in the native language – 1 point • no printed publications – 0 point
Pricelist – Prices of game compared to domestic hunting grounds	• lower price compared to other hunting grounds by more than 10% – 3 points • lower price compared to other hunting grounds by 5-10% – 2 points • lower price compared to other hunting grounds up to 5% – 1 point • higher/same price compared to other hunting grounds – 0 point
Pricelist – Prices of game compared to hunting grounds abroad	• lower price compared to other hunting grounds by more than 10% – 3 points • lower price compared to other hunting grounds by 5-10% – 2 points • lower price compared to other hunting grounds up to 5% – 1 point • higher/same price compared to other hunting grounds – 0 point
Total	The maximum possible score for HUMAN RESOURCES is 20 points

Methodology of the evaluation of hunting tourism infrastructure

The fourth element is **the hunting tourism infrastructure and services** and itis evaluated by assessing the quality of total material and technical resources in the hunting destinations (Table 4).

Assessment should pay special attention to accommodation and hunting facilities (stands, dog kennels, training grounds, etc.) and other means (functional means of transport within the hunting ground, hunting weapons and ammunition and conditions for their safe storage and testing, facilities for treatment and storage of meat, etc.), as well as facilities for breeding and protection of game. The basic indicators for the evaluation of the hunting tourism infrastructure and services are:

Facilities for accommodation and service for tourists. According to the Law on Tourism of the Republic of Serbia, hunting tourist accommodation facilities are divided into hunting cottages, hunting lodges, and hunting villas. Hunting villas are the most luxurious and the only categorized facilities for the accommodation of tourist hunters. Hunting villas are categorized into four categories. Hunting tourism facilities must meet the prescribed conditions for providing and using the services of hunting tourism facilities. These services are the reception and accommodation of guests, preparation and serving of food and beverages, as well as the other services for the needs of hunters - tourists. *A hunting cottage* is a facility for accommodating guests in the hunting ground, in a place away from the settlement and communications, and is intended for a shorter stay of guests (one day or one night). The hunting cottage must have a space or room for accommodating guests and a toilet with a toilet cabin and a sink. The toilet may be located outside the building. *A hunting lodge* is an accommodation facility in a natural environment within the hunting ground. Here guests are provided with accommodation services. Food and beverage could be served here, also. The hunting lodge must have: 1) rooms; 2) bathrooms as part of rooms or shared bathrooms; 3) a saloon; 4) a place for washing shoes located outside the building; 6) a weapons storage cabinet. If food and beverage services are also provided, the hunting lodge must have: 1) a kitchen, and 2) a dining room which may be separate or within a saloon. *A hunting villa* is an accommodation facility where guests are provided with accommodation, food, and beverage services. The hunting villa must have: 1) accommodation units (rooms and apartments); 2) bathroom as a part of accommodation units; 3) saloon with TV; 4) kitchen; 5) dining room; 6) space for washing and storing shoes; 7) weapons storage cabinets, 8) hunting dog accommodation facilities (outside the building).

Location of accommodation

Hunting accommodation facilities are most attractive to hunters if they are located within the hunting area, in suitable natural landscapes. They should be designed and built in such a way as to evoke a hunting environment and follow the local architecture of the environment in which they are located (Prentović, 2014). According to the proposed methodology, if the facility is located inside the hunting ground and area, it is evaluated with a higher grade (Table 4).

An appropriate number of hunting stands and hunting polygons. A hunting polygon is a specially arranged hunting area in the hunting ground determined by the hunting management plan intended for hunting small and big game from artificial production where hunting is permitted during the whole year. The existence of stands and polygons for small game or wild boar hunting brings points to the evaluated hunting ground.

Table 4. The criteria for evaluating hunting tourism infrastructure and services

Criterion	Description
Facilities for accommodation and meals for tourists	• hunting villa first (highest) category – 6 points • hunting villa second category – 5 points • hunting villa third category – 4 points • hunting villa fourth (lowest) category – 3 points • hunting lodge – 2 points • hunting cottage – 1 point
Location of accommodation	• the facility is located inside the hunting ground – 2 points • the facility is located outside the hunting ground – 1 point
The appropriate number of hunting stands	• the appropriate number of stands – 2 points • insufficient number of stands – 1 point
Polygon for small game hunting	• existence of polygon for small game hunting – 1 point
Polygon for wild boar hunting	• existence of polygon for wild boar hunting – 1 point
Renting horse carriage	• possibility for renting a horse carriage in the hunting ground – 1 point
Renting hunting weapons	• possibility for renting hunting weapons in the hunting ground – 1 point
Renting hunting dogs	• possibility for renting hunting dogs in hunting ground – 1 point
Total	The maximum score for HUNTING TOURISM INFRASTRUCTURE AND SERVICES is 15 points

According to a total number of points, a hunting destination could be categorized as a hunting destination of:

- less than 40 % (up to 40 points): out of the category
- from 40% to 50% (40 – 49,99 points): local tourist significance
- from 51% to 65% (51 – 65 points): regional tourist significance
- from 66% to 80% (66 – 80 points): national tourist significance
- from 81% to 100% (81-100 points): international tourist significance.

Table 5. Elements for evaluations in the proposed methodology

LOCATION (max. 20 points)					
Traffic connectivity (1-5 points)					
Positioning to emissive areas in the country and abroad (1-4 points)					
Distance from the main state airport or a larger international airport (1-3 points)					
Position compared to other attractive domestic hunting grounds (1-4 points)					
Position compared to other attractive hunting grounds abroad (1-4 points)					
				A. LOCATION	
NATURAL RESOURCES (max. 45 points)	Optimal population density (4 points)	Overpopulation (3 points)	Medium population density (2 points)	Small population density (1 point)	
Red deer					
Wild boar					
Roe deer					
Fallow deer					
Brown hare					
Pheasant					
				AVERAGE POINTS OBTAINED * COEFFICIENT 10	
Number of species available in hunting tourism offer (1-5 points)					
				B. NATURAL RESOURCES	
HUMAN RESOURCES (max. 20 points)					
Managers and hunting guides (up to 3 points)					
Knowledge of one or more foreign languages (up to 2 points)					
Internet presence (up to 2 points)					
Social media presence (up to 1 point)					
Exhibiting at hunting fairs and trophy exhibits (up to 3 points)					
Printed publications (up to 3 points)					
Pricelist – Prices of game compared to domestic hunting grounds (1-3 points)					
Pricelist – Prices of game compared to hunting grounds abroad (1-3 points)					
				C. HUMAN RESOURCES	
ACCOMMODATION AND TOURISM INFRASTRUCTURE (SERVICES) (max. 15 points)					
Accommodation facilities (up to 6 points)					
Location of accommodation (up to 2 points)					
The appropriate number of hunting stands (2 points)					
Polygon for small game hunting (1 point)					
Polygon for wild boar hunting (1 point)					
Renting a horse carriage (1 point)					
Renting hunting weapons (1 point)					
Renting hunting dogs (1 point)					
				D. ACCOMMODATION AND TOURISM INFRASTRUCTURE	
				TOTAL ESTIMATE OF HUNTING GROUND (A+B+C+D)	

Study area

Taking into account the prominent hunting tourism activities the Vojvodina region was selected as a pilot area. The Vojvodina region is situated in the northern part of Serbia and is a part of the Pannonia Basin. Vojvodina borders Hungary to the north, Romania to the east, Croatia to the west, and the Danube and Sava to the south. Vojvodina is an area rich in water and fertile land, which are the two most important renewable resources. It is a lowland area that is interrupted by only two mountains, relatively small in height so they barely cross the upper border of the hills (Ristić, 2017). Vojvodina Province was the pioneer and nowadays still is the leading region in Serbia in hunting management activity and protection (Ristić et al., 2009). The study area includes 154 hunting grounds. Vojvodina is the region with the highest agricultural surface and the lowest forest coverage in Serbia. All hunting grounds in Vojvodina cover 2,158,012 ha. Vojvodina stands out as a region in Serbia with the highest number of hunting grounds, since it covers around a quarter of the territory of Serbia and it gathers around half of all hunting grounds in the country. This is due to the fragmentation of hunting grounds that occurred recently in Vojvodina to establish new hunting regions (Lavadinović, 2016).

From the study area, 39 hunting grounds were chosen, which is about 25% of the whole number of hunting grounds in Vojvodina. Some of them have developed hunting tourism and some of them don't have tourists.

Input data

When evaluating hunting tourism potentials according to the proposed methodology, it is necessary to collect certain data on the hunting ground or region being assessed. When assessing the location factor, it is necessary to determine the distance of the hunting ground from highways, airports, border crossings, and other domestic and foreign hunting grounds. To evaluate the natural characteristics, it is necessary to determine the species of game managed in the hunting ground, the species that are offered in hunting tourism activities, and the number or population density of these species. Evaluation of human resources requires determining the number of employees in the hunting ground, and their professional education, as well as analyzing the development of promotional activities of the hunting ground and prices. To assess hunting tourism infrastructure, data collection on the location and characteristics of accommodation facilities is necessary, as well as their adaptation to the needs of tourist hunters.

Results and discussion

Attractive hunting tourism destination includes a suitable and pleasant nature landscape with an abundance of wild game. However, according to the proposed methodology, there are, also, other elements of hunting tourism destination that is of importance to hunting tourists. The analysis of hunting tourism potentials of various hunting grounds in Vojvodina was conducted based on four groups of factors: location, natural resources, human resources, and hunting tourism infrastructure and services (Table 5; Figure 2).

Location - Considering the size of the observed region, the largest number of rated hunting grounds is not significantly far from the main airport "Nikola Tesla" in Belgrade. Location relative to the traffic infrastructure is important but other elements also need to be taken into account. When speaking of hunting grounds it is necessary to determine the positioning relative to other hunting grounds with hunting tourism offers. Also, distance from tourist emitting areas plays an important role. Therefore, considering the location factor, the hunting grounds are compared with each other according to the distance from the most important roads in the country, the distance from other hunting grounds in

Vojvodina and abroad, as well as the distance from the main emitting centers both in the country and abroad.

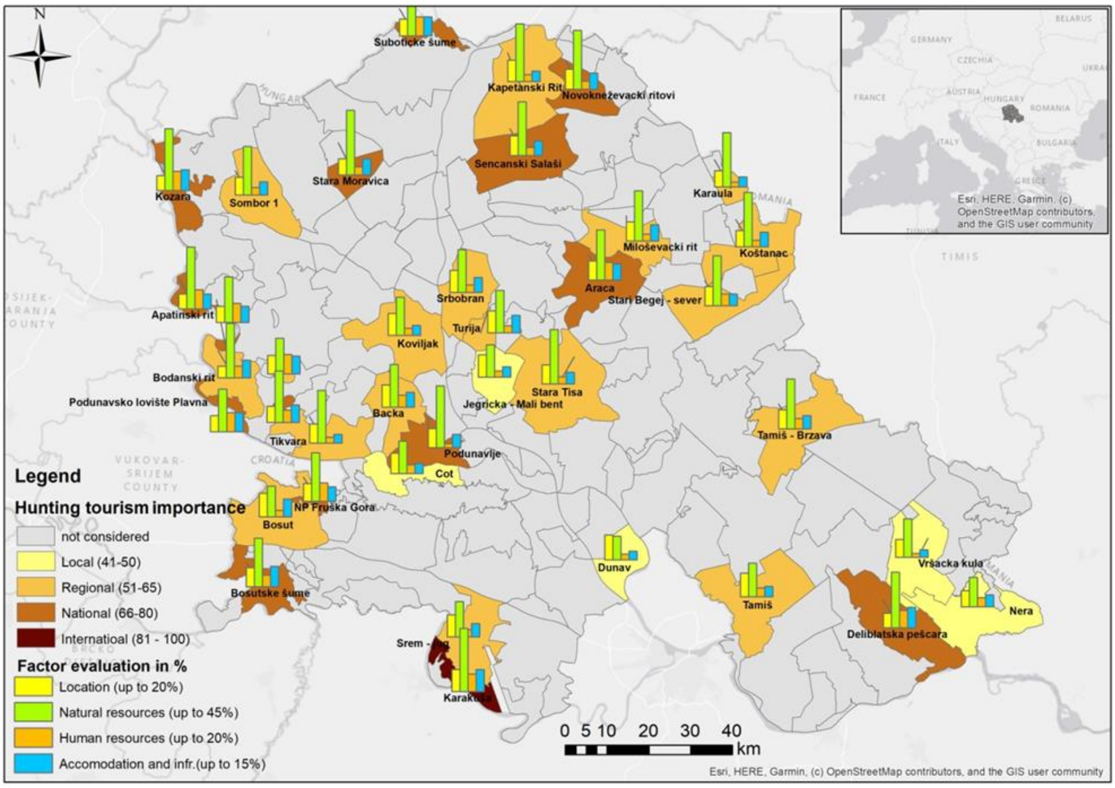

Figure 2. Evaluation of main elements of hunting tourism destination

When looking at the location factor the best-rated hunting grounds are found in the south and southwest of Vojvodina (Bosut, Dunav, and Tamiš). This was contributed by the vicinity of the airport and highways following the proximity of state borders Also, the proximity of other attractive hunting grounds in the country whose tourist offer can complement the hunting tourism product (Figure 3).

Natural resources – Natural resources are one of the most important factors for a hunter-tourist when considering a certain hunting destination. No matter if the motivation is the trophy, presence, or abundance of a certain species this is often the deciding factor in the selection of a hunting trip. Also, natural resources present the most important elements of the hunting tourism product itself. According to the proposed methodology, the number of different species of game in the hunting ground was evaluated. Furthermore, the population density of those species, or, their abundance in the hunting ground was noted. The best result was given to the hunting grounds with more species of hunted game and with the optimal population abundance. Optimal population abundance gives the best overall results for hunting management. If game management is based on sustainability, then optimal population abundance is an important potential for the development of hunting tourism. Also, managing populations with optimal numbers lowers the chances of potential damages in agriculture, forestry, etc. which could consequently have a negative economic impact on a hunting ground. This is the reason why in the proposed methodology the hunting grounds with an overabundant population density are placed second. While it seems logical that an overabundant population provides more hunting opportunities, many examples showed that these populations often have inferior trophies, are more prone to diseases, and cause more damage. After hunting grounds with overabundant populations, the hunting grounds with poor population numbers are ranked as the least favorable for developing hunting tourism.

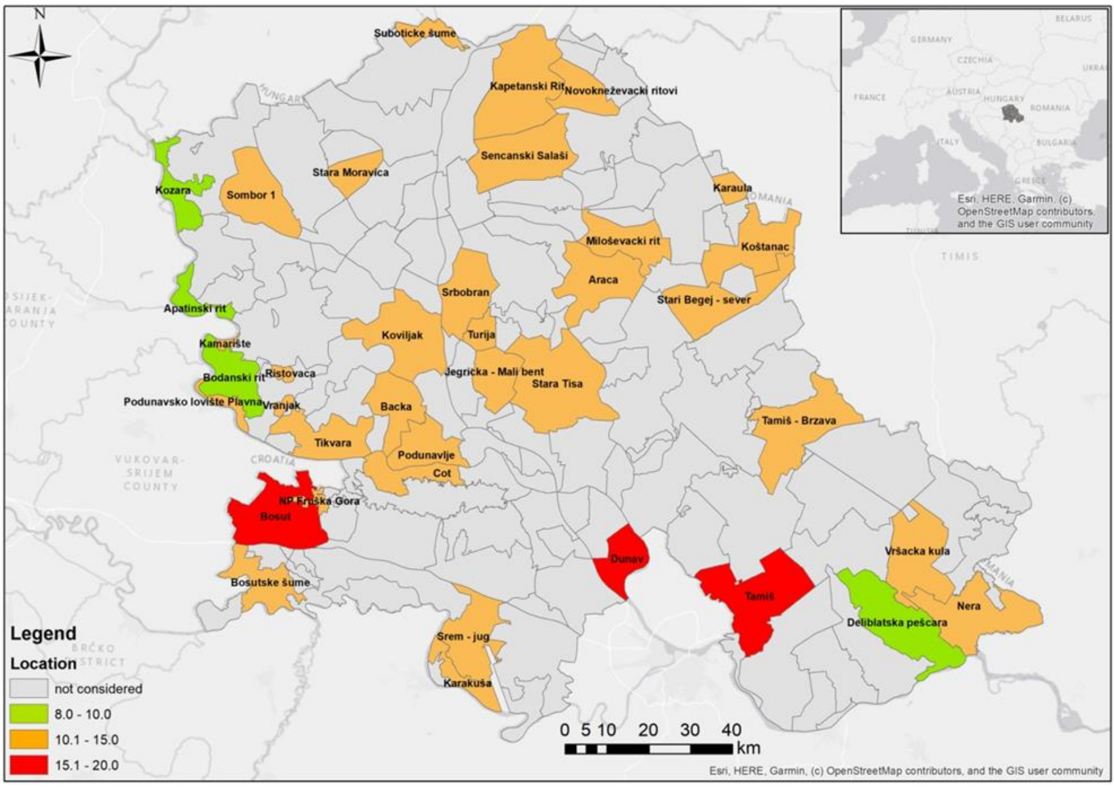

Figure 3. Location

When having low populations hunting should be stopped until the population recovers. Therefore, these hunting grounds are very unfavorable for the development of hunting tourism. Among the best-rated hunting grounds according to natural resources, most are special-purpose hunting grounds managed by PE "Vojvodinašume", which are well-known and established hunting tourism destinations in Serbia (Kozara, Apatinski rit, and Karakuša) as well as hunting grounds Stara Moravica and Podunavlje which have excellent hunting tourism offer on roe deer (Figure 4).

The most famous and most visited hunting tourism destinations in Vojvodina during the past decades were the hunting grounds under the management of PE Vojvodinašume. They are certainly very attractive and stand out compared to the others in the area primarily due to the quality and trophy structure of big game (deer game, mouflon game, wild boar...). Under the management of this company, 17 hunting grounds form a unified hunting tourism product. These are hunting grounds for special purposes and usually offer one or two types of game. However, the proposed methodology was based on the evaluation of all elements of the hunting tourism product to determine the potential for the development of hunting tourism at the destination during most of the year. Such hunting tourism activities can have greater economic importance for the local community, that is, the hunting associations that manage the hunting grounds. For this reason, in the final result, hunting grounds with a larger number of game species on offer, and thus a longer hunting season during the year, are better positioned.

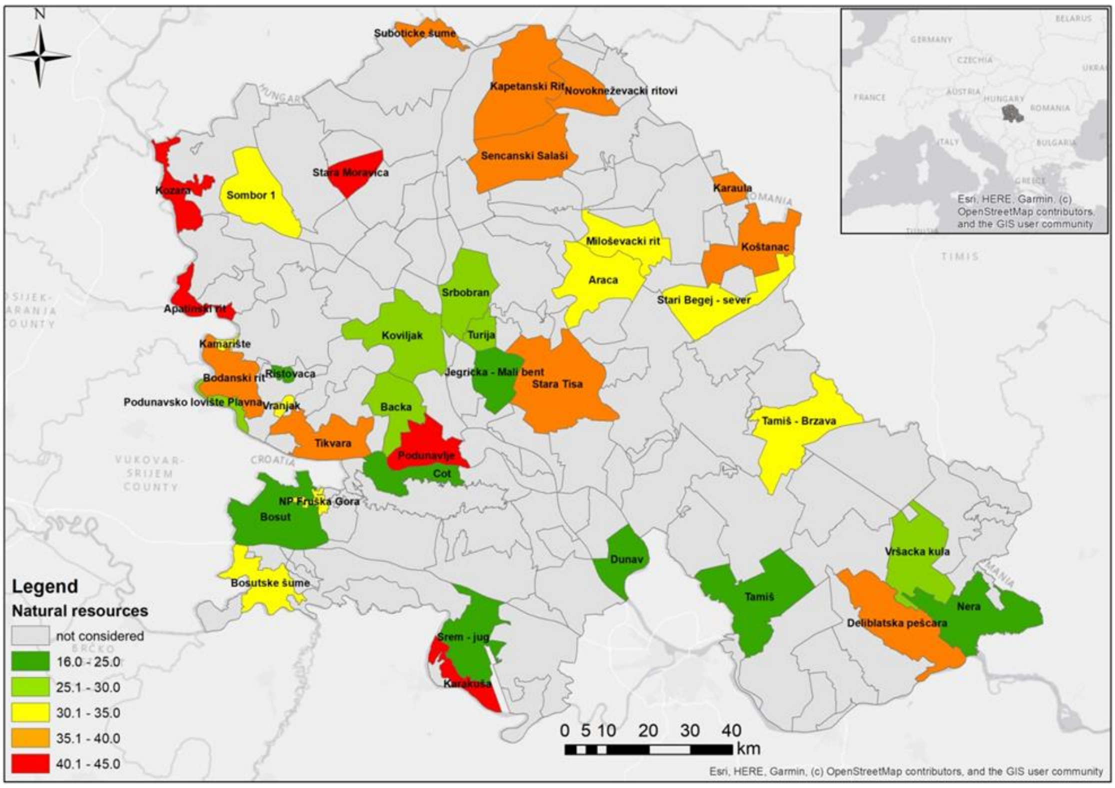

Figure 4. Natural resources

Human resources - Human resources are an element of the hunting tourism product which, in addition to game, is also important to tourist hunters (Manojlović et al., 2021; Matejević et al., 2021). The proposed methodology includes the assessment of hunting grounds according to the existence of highly qualified and trained hunting ground managers and game wardens. Qualified staff implies the quality of service and organization of tourist hunts. As a part of human resources marketing practices is also taken into account. In addition to leading roles, evaluation includes activities of hunting grounds in the promotion and presentation of their hunting tourism product, as well as the price of that product in comparison to other hunting grounds in the country or abroad. While not a crucial part of the hunting tourist experience, in the modern world online presence makes a difference. Price range estimation is also an important tool for the differentiation of certain hunting grounds compared to the competition. All these elements are taken into account for the calculation of the human resources factor. For Vojvodina, the results show that, concerning the other three criteria, the hunting grounds were rated worst in terms of human resources. Most hunting grounds don't have qualified personnel, especially the personnel with the knowledge of foreign languages especially needed for hunting tourism. We found that online presence is a big issue. Most hunting grounds, especially managed by hunting clubs, don't have any type of online presence. Social media, web pages, and advertisements could be crucial for the promotion of hunting tourism destinations. However, many hunting grounds managed by hunting clubs seem to be quite passive when it comes to new technologies and new ways of promoting their hunting tourism product. On the other hand, the best-rated hunting grounds are special purpose hunting grounds managed by PE "Vojvodinašume", where highly professional personnel is employed, and the promotion of these hunting tourism destinations at the international level is expressed (Figure 5). Big enterprises such as "Vojvodinašume" have a tradition of participation in international exhibits and a strong marketing network. Thus, they are the most visible subjects in the hunting tourism of Vojvodina.

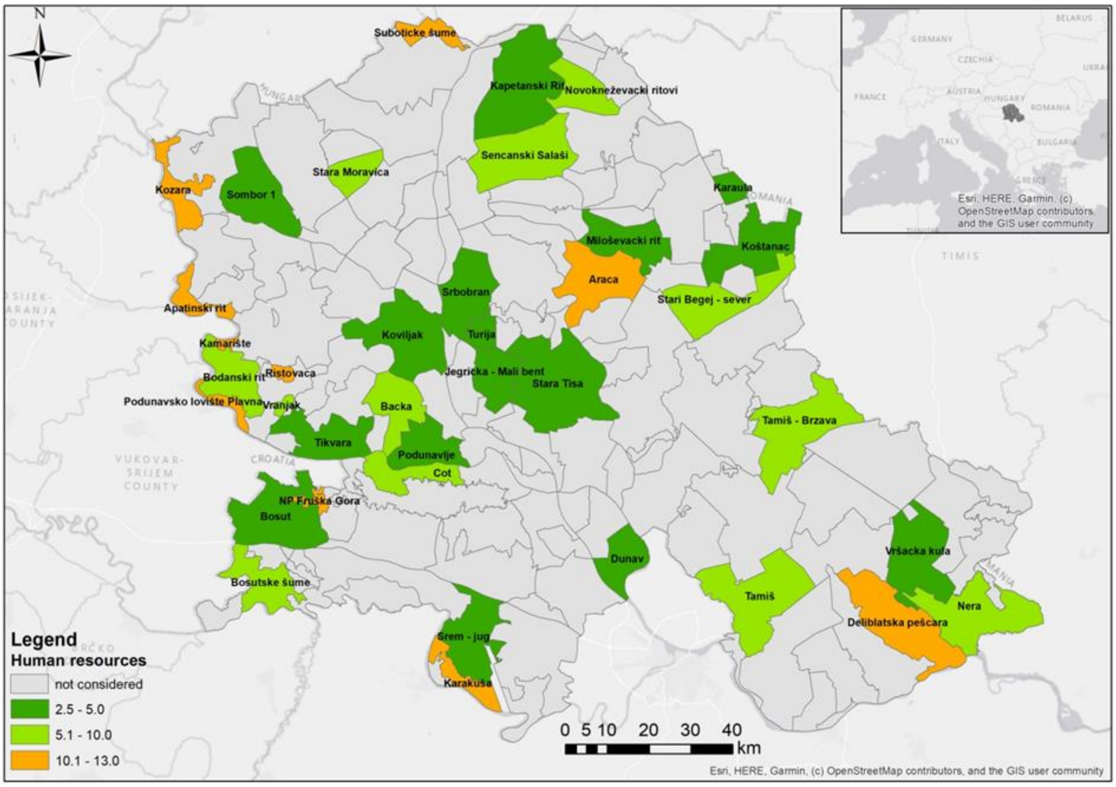

Figure 5. Human resources

Therefore, the results showed that, from the aspect of marketing activities, the best representatives are the hunting grounds of the public enterprise “Vojvodinašume”, because they perform together under the auspices of their company. What sets them apart from others are the richly illustrated publications in Serbian, English, German, Spanish and Italian, which contain maps of the hunting grounds, a description of all the hunting grounds, and their accommodation facilities. Also, they have multilingual printed editions of price lists on hunting grounds with explanations of the organization and implementation of hunting tourism activities. All these publications are also available online on the official pages of state enterprises and social networks. Public enterprise “Vojvodinašume” is also active in presenting its offer at national and international hunting fairs in Serbia, Slovenia, Hungary, Montenegro, Italy, Austria, etc. Therefore, the public enterprise “Vojvodinašume”, from the aspect of promotional activities, represents an example of good practice in Serbia that can be a guide for most other hunting grounds in Vojvodina that are characterized by poorly developed promotional activities.

Hunting tourism infrastructure and services – Looking at all the evaluated factors this is one of the best-rated factors in the observed hunting grounds of Vojvodina (Figure 2). The overall infrastructure is suitable for developing hunting tourism for most hunting grounds. Many hunting grounds have facilities for the accommodation of tourist hunters. This is the best option since it gives the most authentic hunting experience since most of these facilities are within hunting premises. Other hunting grounds that don’t possess the facilities often have other accommodations available locally which is also an appropriate option.

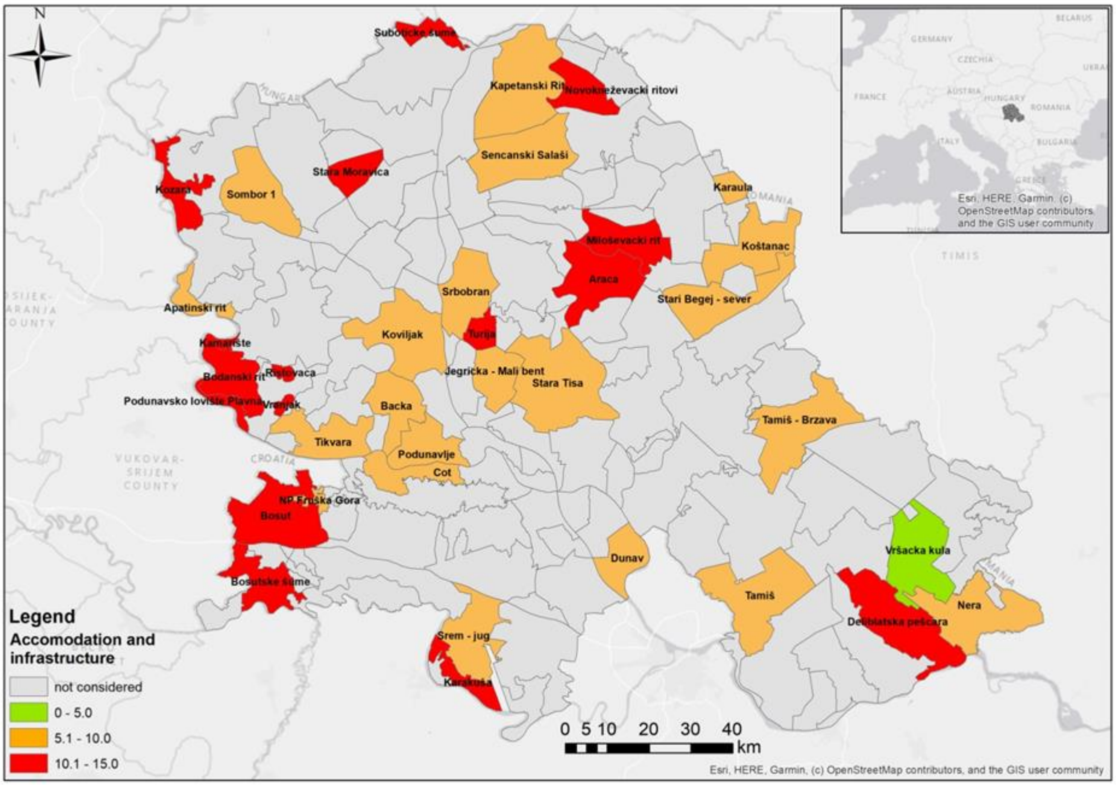

Figure 6. Hunting tourism infrastructure and services

Besides accommodation, other facilities such as hunting stands, special polygons for hunting certain types of game (pheasant, wild boar), and renting hunting dogs or other equipment are important for the organization of tourist hunts. The special purpose hunting grounds managed by public enterprise “Vojvodinašume” were ranked among the highest, but a large number of other hunting grounds in Vojvodina can boast of adequate and suitable accommodation units located in the natural environment of the hunting grounds or their immediate vicinity (Figure 6).

Table 6. Results of evaluated elements

	Hunting ground	Location	Natural resources	Human resources	Infrastructure	Total
1	Karaula	11	37	3.5	7	58.5
2	Kapetanski Rit	14.5	39	4.5	7	65
3	Koštanac	11	37	4.5	10	62.5
4	Novokneževački Ritovi	13.5	40	5.5	11	70
5	Senćanski Salaši	13.5	36.5	5.5	10	65.5
6	Stara Moravica	11	44	5.5	11	71.5
7	Podunavlje	13	42	2.5	9	66.5
8	Sombor I	12	33	5	9	59
9	Bođanski Rit	8	37	8	12	65
10	Tikvara	13	36	4	6	59
11	Vršačka Kula	12	26	2.5	5	45.5
12	Arača	13	34	12	11	70
13	Miloševački Rit	13	34	4.5	11	62.5
14	Srem - Jug	15	24	5	9	53
15	Bosut	16	21	4.5	12	53.5
16	Tamiš	16	23	6	7	52
17	Čot	14	22	6	7	49
18	Jegrička – Mali Bent	15	22	4	7	48
19	Nera	11	20	6	8	45
20	Srem - Sever	17	16	4	6	43
21	Stara Tisa	13	37	5	8	63
22	Tisa	13	32	9	5	59
23	Vučjak	13	34	7	9	63
24	Turija	15	29	5	12	61
25	Srbobran	15	29	5	10	59
26	Bačka	15	29	8	10	62
27	Koviljak	15	26	5	7	53
28	Stari Begej - Jug	13	34	8	8	63
29	Kamarište*	11	13	31	11	66
30	Ristovača*	12.5	13	24	12	61.5
31	Apatinski rit*	10	13	42	10	75
32	Kozara*	10	13	42	14	79
33	Subotičke šume*	11.5	13	37	13	74.5
34	Bosutske šume*	13	8	33	14	68
35	Karakuša*	15	12	43	15	85
36	Plavna*	11	13	29	13	66
37	Vranjak**	11	8.5	35	12	66.5
38	Deliblatska peščara*	10	12	38	14	74
39	Vorovo***	12	33	12.5	10	67.5

*PE Vojvodinašume, **Serbian armed Forces, *** National Park Fruška Gora

According to the total number of points, evaluated hunting destination are categorized as:

- one hunting destination of international tourist significance (Karakuša) which is 2.6% of all observed hunting grounds,
- 13 of national tourist significance (Stara Moravica, Podunavlje, Arača, Kamarište, Apatinski rit, Kozara, Subotičke šume, Bosutske šume, Plavna, Vranjak, Deliblatska peščara, Vorovo, Novokneževački ritovi) which is 33.3% of all observed hunting grounds,
- 20 of regional tourist significance (Ristovača, Stari - Begej Jug, Stara Tisa, Tisa, Sečanj, Turija, Srbobran, Bački Petrovac, Vrbas, Pančevo, Šid, Ruma, Novo Miloševo, Bačka Palanka, Vučjak, Sombor I, Senćanski Salaši, Karaula, Kapetanski rit, Koštanac) which is 51.3% of all observed hunting grounds and
- 5 of local tourist significance (Vršačka Kula, Čot, Jegrička – Mali Bent, Nera, Srem) which is 12.8% of all observed hunting grounds.

Conclusion

The proposed methodology is based on the observation, assessment, and evaluation of all elements of the hunting tourism destination. Natural resources, such as game and habitat, represent the basis for the implementation of hunting tourism activities and are often one of the basic measures of the potential for the development of hunting tourism. However, this methodology looks at a somewhat broader picture, because it evaluates natural, material, and human resources to determine the potentially most attractive hunting grounds for the development of hunting tourism.

A methodology is based on the assessment of natural resources, with an emphasis on the number of species in the hunting tourism offer and the population size of these species. Namely, when a hunting ground has a larger number of game animals, it can more easily adapt its hunting tourism product and create it following the conditions during the year (weather conditions, complementary tourist offers in the surrounding area, etc.). Relying only on one type of game can present a potential risk for business and management of the hunting ground, which comes to the fore in unforeseen conditions (natural disasters, game diseases, pandemics, terrorism, etc.). Therefore, according to this methodology, hunting grounds that have more quality game have potentially bigger possibilities for the development of hunting tourism. The results singled out those hunting grounds where hunting tourism activities can be carried out during most of the year, which extends the tourist season in certain areas and has a greater economic effect on the local community, especially in rural areas where hunting tourism activities are carried out.

The results also showed that the hunting grounds in the northeast of Vojvodina are very similarly positioned according to points. This indicates that these hunting grounds can cooperate to enter the market together and form a unified hunting tourism product. And at the national level, they can be separated as a separate sub-region, and promotional activities can be specially adapted to these hunting grounds.

The proposed methodology can be adapted to the assessment from the aspect of only one species of game. Namely, all elements in the methodology can be evaluated as proposed, except for the element of natural resources, where only the population density or abundance of one species of game (e.g. deer) would be evaluated. In this way, at the end of the evaluation, the potentially most attractive hunting grounds for the development of hunting tourism, that is, for the implementation of tourist hunting for a certain type of game (e.g. deer) in a certain area, would be obtained.

CASE STUDY II - ESTIMATING HUNTING TOURISM POTENTIALS IN CZECH REPUBLIC

[2]Kalábová, M., Zikmund, M.

Hunting and hunting tourism in the Czech Republic

Hunting is an integral and traditional part of game management in the Czech Republic. According to the Czech Statistical Office (CSU, 2022) for the last monitored year of 2020, the hunting area was 6,884,619 ha, which is 87% of the total area of the Czech Republic (7,887,000 ha). Agricultural land represents 57 %, thus 38 % forest land, 1 % water area and 4 % other areas. According to the Law 449/2001 Coll. Law on hunting, hunting ground means a set of contiguous hunting areas owned by one or more owners, defined in a decision of the state hunting administration body, in which the right to hunt can be exercised. The Ministry of Agriculture has jurisdiction over all matters concerning hunting. Game is the property of the State and the Ministry establishes hunting grounds and gives it to users for a period of 10 or 20 years. The hunting grounds are divided into open and fenced ones (game preserves and pheasantries), but fenced hunting grounds represent only 2% of the total hunting area. Overall, there are 5,786 hunting grounds in the Czech Republic, of which 26% (1,518) are self-owned, i.e. those with only one owner. The remaining hunting grounds are communal, i.e. it is a set of different owners. The minimum area for recognition of hunting ground is 500 ha according to 449/2001 Coll. Law on hunting. However, the average area of hunting grounds is 1,190 ha. Depending on the method of use, it is possible to use the hunting ground on their own or to rent it. Only 13% of hunting grounds are operated under their direction. The user of the hunting ground can be a private natural or legal entity, the state, or a hunting club. In a large part of the territory, hunting is managed by hunting clubs, which have hunting grounds leased from the owner a group of different owners. Every hunting user is obliged to propose a hunting manager to the state hunting administration body. The hunting manager must be over 21 years of age and must pass higher professional exams for hunting managers.

The state enterprise ”Lesy České republiky” (Czech State Forest) manages 975 of its hunting grounds. Of this number, 851 hunting grounds are leased to various entities. Thirty-seven game preserves are owned by the Czech State Forest, of which less than half are used under its management. Also, there are 10 hunting grounds recognized as pheasantries under its direction. Another state-owned enterprise, Military Forests, and Estates manages a total of 24 hunting areas within individual divisions, where they exercise the right to hunt on hunting land. They manage three game preserves for the breeding of hoofed game and one pheasantry.

According to statistics, there were 88,876 holders of hunting licenses in the Czech Republic in 2020, however, this number is constantly decreasing (it decreased by 6% over the last 10 years). A total of 112,028 hunting licenses were issued for foreign hunting tourists between 2010 and 2020, which means around 11,000 hunting licenses are issued annually. Hunting has a long tradition in the Czech Republic, but the interest in hunting from foreign countries has been stable in recent years. In the last year of 2020, a half-drop was recorded because of the COVID-19 pandemic. The nationality of hunters corresponds to close neighbours - 38% of Austrians, 26% of Germans, and 8% of Slovaks go to the Czech Republic for hunting. Hunters most often (40%) choose hunting licenses for the whole year and 38% for 5 days. Other possibilities are hunting licenses for 1 day (12%), 30 days (8%), and 180 days (2%).

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[2] See *List of contributors*

From a geographical point of view, the Czech Republic lies on the border of two different mountain systems. The western and central part of the Czech Republic is filled by the Czech highlands, which mainly have the appearance of hills and mid-mountains. The Western Carpathians (Beskydy) extend into the eastern part of the country. The highest point is Mount Sněžka (1,602 m above sea level) in the Krkonoše mountains, and the lowest point is the Labe river (Elbe) at its outflow from the land near Hřensko, 115 m above sea level.

Hoofed game is most abundant in the Czech Republic. There are high numbers of roe deer and wild boars. Likewise, the numbers of sika deer, which pose major problems in the form of damage to forests and agricultural areas, are increasing. The numbers of red deer, fallow deer and mouflon game are also very numerous and can represent the potential for the development of hunting tourism. The numbers of small game, on the other hand, have been declining in recent years, although thanks to pheasantries, artificially bred pheasants are also typical for fee hunting.

The climate of the Czech Republic is characterized by the interpenetration and mixing of oceanic and continental influences. Altitude and relief have a great influence on the climate of the Czech Republic. Of the total area of the state territory, 52,817 km^2 (66.97%) lies at an altitude of up to 500 m, 25,222 km^2 (31.98%) at an altitude of 500 to 1,000 m and only 827 km^2 (1.05%) at an altitude above 1,000 m. The average altitude of the Czech Republic is 430 m. Forests, mainly conifers, occupy 33% of the total area of the Czech Republic. The soil cover is also characterized by considerable variability. Brown soils are the most widespread type of soil in the Czech Republic.

According to Czech legislation, each hunting year starts on April 1st and ends next year on the 31st of March. The hunting year consists of several hunting seasons, in effect each game species is a particular hunting season. A hunting license for Czech hunters is valid indefinitely, but every hunting year hunter must have a new hunting permit for a specific area. A hunting permit can be issued for the whole year for all game species, or precisely specified ones, including age class, and sex. It can also be issued for a shorter period. Everything depends on the hunting manager and the agreement with the hunter. For example, in the case of a permanent member of the hunting club, a hunting permit will be issued for the whole year, in the case of a hunting tourist, just for one species and a specific time.

In the Czech Republic, hunting tourism arrangements are organized by the hunting ground itself or by a travel agency that only connects supply with demand and can process documents and arrange other services. The price of a trophy hunt is usually calculated based on CIC points (in professional hunting grounds) or by agreement done before or during the hunt (in unprofessional hunting grounds). The most popular species for hunting tourism in the Czech Republic are red deer, sika deer, roe deer, fallow deer, and mouflon in individual hunts and wild boars in driven hunts. Also, tourist hunters are interested in hunting pheasants, ducks, and hares.

Methodology and studied area

The Czech Republic is administratively divided into 14 regions and 205 municipalities with extended jurisdiction. A municipality with extended jurisdiction is an intermediate part of the transferred jurisdiction of self-government between regional authorities and other municipal authorities. The municipality with extended jurisdiction is the smallest unit from which it is possible to obtain data on planned game hunting, actual hunting, spring stock levels, etc.

This research aimed to measure the hunting tourism potential of hunting areas in two regions– Central Bohemian Region and South Bohemian Region (Figure 7).

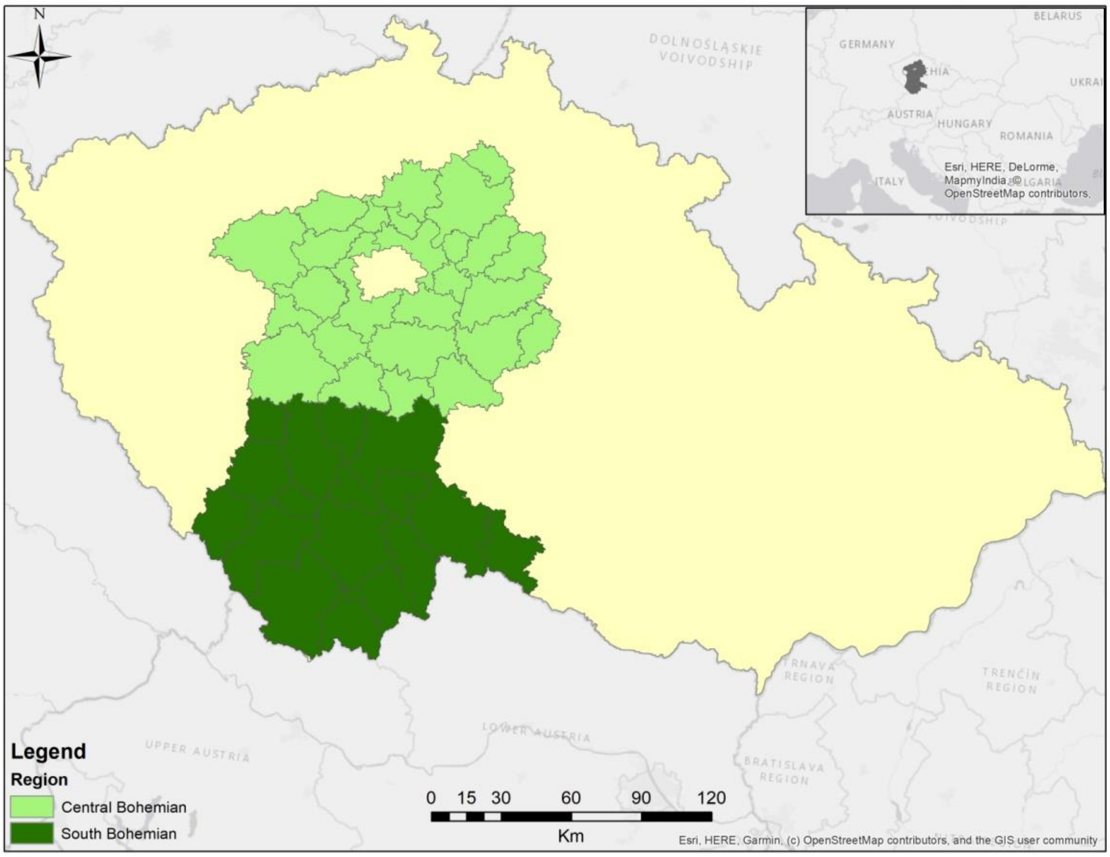


Figure 7. Regional division of the Czech Republic and chosen study area

Central Bohemian Region

The Central Bohemian region is located in the middle of Bohemia and surrounds the capital city of Prague. According to the number of inhabitants and its area (11,015 km^2), it is among the largest regions of the Czech Republic. It is a developed industrial agricultural area. The Central Bohemian Region is located in the central part of the Bohemian Basin. Its relief is relatively little divided. The north and east are flat, and the south and southwest are dominated by highlands. Agricultural land occupies almost 61% of the total area of the region, which puts the Central Bohemian Region in first place among all regions. A total of 28% of the area of the region is covered by forests. A dense water network is also of considerable economic importance. Both the Elbe and the Vltava flow into central Bohemia as large rivers. The area is home to the most valuable natural area of the region, represented by the protected landscape area Křivoklát, which is on the list of biosphere reserves, other important areas include the protected landscape area Kokořínsko, Český kras, Český ráj and Blaník. Central Bohemian Region is made up of 26 municipalities with extended jurisdiction (Figure 8) and 764 hunting grounds.

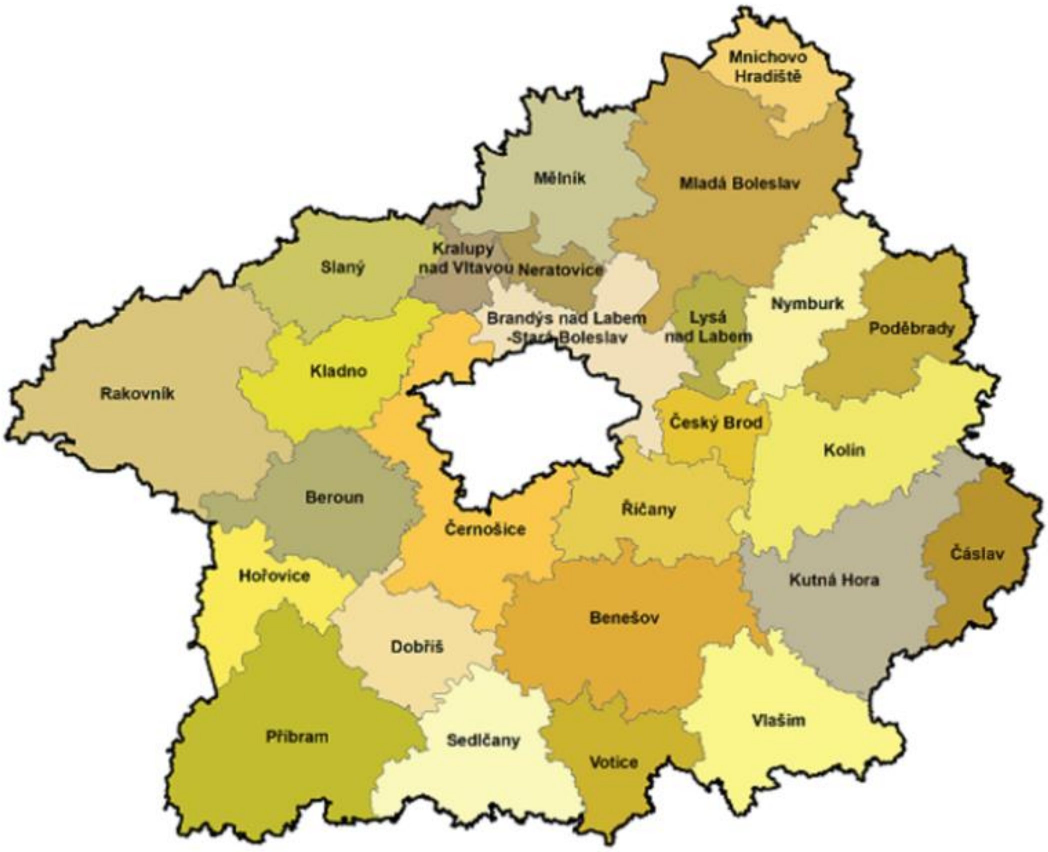


Figure 8. Municipalities with extended jurisdiction within the Central Bohemian Region of the Czech Republic
Source: CZSO.cz, 2022. Správní obvody. https://www.czso.cz/csu/xs/spravni_obvody

South Bohemian Region

The South Bohemian Region has long been perceived primarily as an agricultural area with developed fish farming and forestry. The region represents a geographically relatively closed entity, the core of which is the South Bohemian Basin. A substantial part of the border of the South Bohemian Region consists of the state border with Austria and Germany. The cross-border character of the region provides opportunities for effective cross-border cooperation in the production area as well as in the area of services along with the development of tourism. With an area of 10,058 km^2, the region accounts for less than 13% of the area of the Czech Republic. Forests occupy more than a third of this territory, and water bodies cover roughly 4%. The majority of the region lies at an altitude of 400–600 m above sea level, which is associated with somewhat harsher climatic conditions. There are a large number of ponds, reservoirs, and water areas on the territory. Extensive forests, especially in Šumava and in the Novohradské Hory, are an important natural resource. These are mainly coniferous, spruce, and pine forests. The territory includes the Šumava National Park, the Šumava, Třeboňsko, and Blanský Les protected landscape areas. There are more than 300 small protected areas and protected natural creations in the region. In total, approximately a fifth of the region's territory is protected. South Bohemian Region is made up of 17 municipalities with extended jurisdiction (Figure 9) and 769 hunting grounds.

Figure 9. Municipalities with extended jurisdiction within the South Bohemian Region of the Czech Republic
Source: CZSO.cz, 2022. Správní obvody. https://www.czso.cz/csu/xc/spravni_obvody

Criteria for the hunting tourism evaluation were set according to the Serbian case. Some indicators were modified according to local conditions and possibilities to obtain data. International, national, regional, and local importance were considered as a result. Further, a comparison of the conditions of areas was made to answer which area is more suitable for the development of hunting tourism and which should be more supported in which field.

Tourist valorization represents a qualitative and quantitative analysis and assessment of tourist resources, intending to evaluate their value (Frenzel and Frisch 2020). Tourist valorization as a qualitative and quantitative assessment of the tourist value is a significant stage in tourism planning, and at the same time very complex, especially in the part relating to the evaluation of both the motive and the constituent elements of tourism potential (Božić and Tomić, 2016; Truchet et al, 2016). Tourism valorization is not only an adequate method for the evaluation of the tourist attractiveness of the site but also an important starting point for tourism development plans of any destination. Given the specificity of hunting tourist destinations, it is impossible to fully apply any used models of tourist valorization in their original form. t is possible to accept some of the ideas and solutions from the model of tourist valorization by the World Tourism Organization, especially those from the methodological procedure of environment valorization. When evaluating hunting tourist destinations, it is necessary to assess: accessibility, natural characteristics, human resources, and facilities, as well as the achieved reputation of this kind of tourist destination.

The results will be interpreted using a geographic information system (GIS) in the form of maps.

Methodology of the evaluation of location hunting tourism potential

Location is an important decision-making factor in tourism. Although it is not one of the main factors in hunting tourism, it can be decisive, especially for foreign clients. The evaluation of location in the Czech case consists of several parameters: traffic connectivity, distance from the airport, number of issued hunting licenses for foreigners, typology of regions, and density of municipalities (Table 7).

For the factor ”traffic connectivity”, the basic indicators are the density of roads of the category of highways, expressways, and roads of the first class; road density of II and III classes; total relative length of roads and highways. Density is calculated as the total meters of characterized roads per km^2. The total relative length of roads and highways is in meters per inhabitant in the area. Data for the evaluation was obtained from the Czech Statistical Office and the Ministry of Transport. The intervals were left according to the interpretation of the results of the authoritative body and only points were assigned. The higher the density or length of roads and highways, the more points were allocated. A maximum of 4 points could be given (Table 7). Subsequently, the average of the awarded values was calculated.

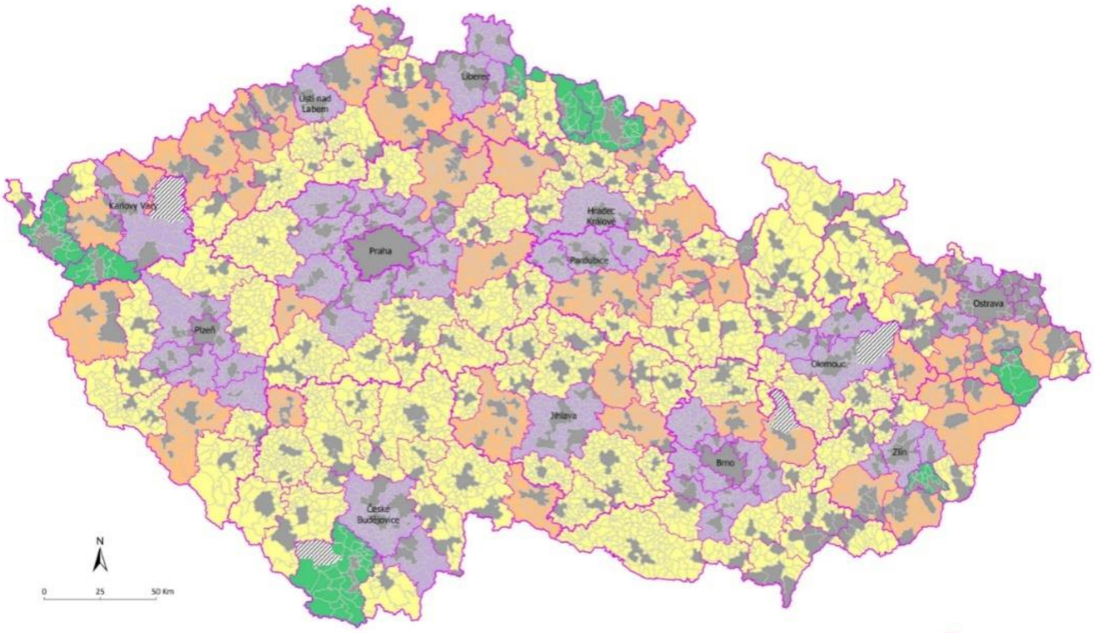
The factor ”distance from the airport” represents the distance from the main state airport or a larger international airport (maximum 3 points). In this Czech case study, this distance was calculated as the distance from the airport to the capital of the municipality with extended jurisdiction.

”Number of hunting licenses issued to foreign hunters” is a factor that indicates what interest (demand) there is in a given area from the point of view of foreign hunters. The number of issued hunting licenses was obtained from the municipality with extended jurisdiction, which is authorized to issue hunting licenses to foreign hunters. The average for the last five years was calculated (2015 - 2019). The years 2020 and 21 could not be included, as demand dropped significantly in these years due to the covid 19 pandemic. In the Czech Republic, foreign hunter-tourists come mostly from Austria, Germany, and Slovakia.

For the factor ”rural typology” the Typology of rural areas of the Czech Republic at the level of municipalities (Krtička, Ženka a kol., 2021) was used (Figure 10).

Figure 10 represents the current typology of (rural) municipalities in the Czech Republic. A distinction is made between rural municipalities (less than 3,000 inhabitants) and urban municipalities (more than 3,000 inhabitants). Rural municipalities are further divided into four types. The typology used is inspired by three main approaches:

1. The exposure of the geographical location, based on which the rural ones were defined municipalities in the hinterland of metropolitan regions and other rural municipalities. Decisive the indicator was the so-called index of peripherality (Ženka et al. 2017).
2. The structural approach (Bański and Mazur 2016), defines and classifies rural municipalities based on the characteristics of the sectoral structure of the economy or of the predominant socio-economic functions of the territory: housing, agriculture, industry, transport, services, tourism, etc.
3. Classification of non-metropolitan regions according to Ženka et al. (2017) identifies the main factors, mechanisms, and actors of local development.



Rural municipalities in regions with a significant specialization in tourism
Rural municipalities in agricultural-industrial rural regions
Rural communities in highly industrialized non-metropolitan regions
Rural villages in the hinterland of metropolitan cores and regional cities
Urban areas

Figure 10. Typology of rural areas of the Czech Republic at the level of municipalities
Source: Krtička, Ženka a kol. 2021

Based on the three criteria mentioned above, rural municipalities were divided according to exposure, the sectoral structure of the economy, main factors of development, resources, development impulses, opportunities, and threats into four basic types:

1. rural municipalities in the hinterland of metropolitan regions
2. rural municipalities with significant specialization in tourism
3. rural municipalities in highly industrialized non-metropolitan regions
4. rural villages in the hinterland of agricultural-industrial regions

The last indicator regarding ”density of municipalities” was used to set how much of the location is occupied by cities and villages, i.e. settlement areas in which it is not possible to conduct hunting and subsequently develop it. The higher the density of towns and villages, the less suitable the location is and therefore the fewer points it receives (maximum 5 points). Municipal density data were obtained from the Czech Statistical Office, the distribution of the density indicator was adopted and only points for evaluation were awarded. The density of municipalities was calculated based on the number of municipalities per 100 km^2.

Table 7. The criteria for the evaluating location characteristics

Criterion	Description*
Traffic connectivity	• Density of roads of the category of highways, expressways and roads of the first class (m/km^2) • more than 91 — 4 points • 66 – 90 — 3 points • 41 – 65 — 2 points • up to 40 — 1 point • Road density II and III classes (m/km^2) • more than 701 — 4 points • 561 – 700 — 3 points • 421 – 560 — 2 points • up to 420 — 1 point • Total relative length of roads and highways (m/inhabitant) • more than 9.81 — 4 points • 7.01 - 9.8 — 3 points • 4.21 - 7 — 2 points • up to 4.21 — 1 point
	Average, maximum 4 points
Distance from the airport	• up to 50 km away from an airport — 3 points • from 51 km up to 100 km away from an airport — 2 points • more than 100 km away from an airport — 1 point
Number of hunting licenses issued to foreign hunters (average of 5 years[3])	• more than 451 — 5 points • 301 – 450 — 4 points • 151 – 300 — 3 points • 51 - 150 per year — 2 points • up 50 per year — 1 point
Rural typology	• rural municipalities in regions with a significant specialization in tourism — 4 points • rural municipalities in agricultural-industrial rural regions — 3 points • rural communities in highly industrialized non-metropolitan regions — 2 points • rural villages in the hinterland of metropolitan cores and regional cities — 1 point • urban areas — 0 point
Density of municipalities (municipality/100 km^2)	• up to 6.3 — 4 points • 6.31 - 9.6 — 3 points • 9.6 - 12.9 — 2 points • more than 12,9 — 1 point
Total	Maximum possible score for LOCATION is 20 points

[3]Years 2015 – 2019 were used

Methodology of the evaluation of natural hunting tourism potential

Assessing and evaluating the natural resources factor is based on the ”population density” of different species which occur in the hunting area. The number of individuals in the population was determined by back-calculation according to real hunting and mortality. According to hunting statistics, the percentages of the ratio of sexes and young in the population were determined. Based on the coefficient of reproduction, the real number of individuals in the population in the given locality was determined[4]. Real hunting and mortality data for the municipality with extended jurisdiction were obtained from the database of the Institute for Forest Management for the year 2018.

Table 8. The criteria for the evaluating natural resources

Criteria (game species – optional)	Description	
Red deer	• optimal population density (2-3 individuals on 100 ha)	4 points
	• overpopulation (more than 3 individuals on 100 ha)	3 points
	• medium population density (1-2 individuals on 100 ha)	2 points
	• small population density (up to 1 individual on 100 ha)	1 point
Fallow deer	• optimal population density (2-3 individuals on 100 ha)	4 points
	• overpopulation (more than 3 individuals on 100 ha)	3 points
	• medium population density (1-2 individuals on 100 ha)	2 points
	• small population density (up to 1 individual on 100 ha)	1 point
Mouflon	• optimal population density (2-3 individuals on 100 ha)	4 points
	• overpopulation (more than 3 individuals on 100 ha)	3 points
	• medium population density (1-2 individuals on 100 ha)	2 points
	• small population density (up to 1 individual on 100 ha)	1 point
Wild boar	• optimal population density (2-3 individuals on 100 ha)	4 points
	• overpopulation (more than 3 individuals on 100 ha)	3 points
	• medium population density (1-2 individuals on 100 ha)	2 points
	• small population density (up to 1 individual on 100 ha)	1 point
Roe deer	• optimal population density (6-10 individuals on 100 ha)	4 points
	• overpopulation (more than 10 individuals on 100 ha)	3 points
	• medium population density (2-6 individuals on 100 ha)	2 points
	• small population density (up to 2 individuals on 100 ha)	1 point
Number of species available in hunting tourism offer	• more than four game species	5 points
	• four game species	4 points
	• three game species	3 points
	• two game species	2 points
	• one game species	1 point
Total	The maximum possible score for NATURAL RESOURCES is 45 points	

[4]Number of individuals in population = total number of hunt/(percentage of females in the population*coefficient of expected reproduction)

Table 8 shows the population density for main game species in the Czech Republic from optimal to small level. Overpopulation is rated with 3 points since trophy values decline with the number of individuals bigger than optimal (Ristić et al, 2014) and it is not sustainable in long term. Only two main species were calculated as hunting tourism offer. If there were more species for the hunt, it was shown in the second indicator ”Number of species available in hunting tourism offer”. Then the obtained average would be multiplied by a coefficient of 10. On that basis, a maximum of 40 points can be gained.” The number of game species in the hunting tourism offer” is estimated as follows: one game species – 1 point; two game species – 2 points; three game species – 3 points; four game species – 4 points and more than four game species – 5 points.

Methodology of the evaluation of the offer of hunting and promotion as hunting tourism potential

The third factor is the offer of hunting and promotion in the destination. The promotion of hunting and the existing offer of the hunt is a base for the development of hunting tourism. Human resources are a very important factor, especially in the case of foreign hunting tourists, where in addition to the necessary knowledge of the environment and game, it is also necessary to know a common foreign language. The evaluation of these is done by assessing the quality of human resources, which implies the presence (or absence) of highly educated professionals (Table 9). For this set of factors individual hunting grounds were evaluated and then average points were used for the whole studied unit. For the first criterion “Managing of hunting area” hunting grounds were divided according to the hunting users into three groups. The first group contained hunting clubs, where the hunting management is carried out by members of clubs as a hobby and as a rule do not specialize in commercial hunting, although even here it is possible to consider great development in the future. The second group included hunting grounds where hunting management is carried out by private legal entities or natural persons, and the third group consists of municipal forests and state hunting grounds where hunting is managed by the state. Here, hunting is carried out at a professional level, and commercial hunting is also part of game management. The evaluation took place at the level of the hunting grounds themselves. For this reason, 1 point was awarded if there were up to 15% of private and state hunting users in the entire area (so mostly hunting clubs prevailed); 2 points if private and state users made up 16-30% of all users, 3 points were awarded if more than 30% of private and state, i.e. professional, hunting grounds were located in the given area.

The basic indicators for the evaluating promotional activities of hunting grounds are internet presence (existing and updated website of the hunting unit), social media presence (existing and updated social media profiles), exhibiting at hunting fairs and trophy exhibits, and the existence of offer of hunting.

“Internet presence” considering the existence of websites was assessed at the level of the hunting grounds within the municipality with extended jurisdiction, then it was necessary to determine the percentage of hunting grounds that have their websites and update them out of all municipalities located in the studied area.

For each of the hunting grounds, it was found out if it uses Facebook, Instagram, and Twitter. If it uses all of these social media, it received 3 points, if only two, then it received 2 points, in the case of one (mostly Facebook), then 1 point. If the hunting ground does not use any social media, it received 0 points. Subsequently, the points for the entire municipality with extended jurisdiction were summed up and divided by the number of hunting grounds.

“Exhibiting on hunting fairs and trophy exhibits” is a very important factor to present hunted trophies to the public. At the hunting grounds level, all events that took place in 2021 were summed up for the studied hunting area. Cynological events, trophy exhibitions, but also other events in connection with hunting for the public or children organized by the given user of the hunting ground were included.

Table 9. The criteria for the evaluating of offer of hunting and promotion

Criterion	Description
Managing of the hunting area	• private and state users of hunting grounds create more than 31 % of hunting grounds 3 points • private and state users of hunting grounds create 16 – 30 % of hunting grounds 2 points • private and state users of hunting grounds create up to 15 % of hunting grounds 1 point
Internet presence	• more than 45 % of hunting grounds have their updated website - 4 points • 36 – 45 % of hunting grounds have their updated website - 3 points • 26 – 35 % of hunting grounds have their updated website - 2 points • 11 – 25 % of hunting grounds have their updated website - 1 point • up to 10 % of hunting grounds have their updated website - 0 point
Social media presence (average points per hunting ground)	• more than 0.21 2 points • 0.11 - 0.20 1 point • up to 0.10 0 point
Exhibiting at hunting fairs and trophy exhibits (number of events per hunting area)	• 11 + exhibitions 3 points • 6 – 10 exhibitions 2 points • up to 5 exhibitions 1 point • not exhibiting at fairs and exhibits 0 point
Offer of hunt (average points per hunting ground)	• more than 0.76 4 points • 0.51 - 0.75 3 points • 0.26 - 0.5 2 points • 0.01 - 0.25 1 point • 0 0 point
Pricelist (average points per hunting ground)	Pricelist in the Czech language • more than 0.76 4 points • 0.51 - 0.75 3 points • 0.2 - 0.5 2 points • 0.01 - 0.25 1 point
	Pricelist in a foreign language • more than 0.76 4 points • 0.51 - 0.75 3 points • 0.2 - 0.5 2 points • 0.01 - 0.25 1 point
	Average; 4 points maximum
Total	The maximum possible score for OFFER OF HUNTING AND PROMOTION is 20 points

All hunting grounds were found out if they have an "offer of hunting". If it was possible to easily find an offer that was detailed, clear, and understandable, including an offer of individual game species that can be hunted, the hunting ground was rated by 3 points. If the offer could be identified, it was clear, there was an offer of individual game species, but other details of the hunting process were missing, 2 points were awarded. If there was only a mention of the possibility of hunting for a fee, without further details and there was no clear information on which species of game can be hunted for a fee, 1 point was awarded. If the hunting ground does not offer a fee hunting, 0 points was awarded. Subsequently, the points were summed up and divided by the number of hunting grounds.

It was found out whether hunting grounds have a clear "price list" for all hunts. In the case of 3 points, the price list was available for download on the Internet or in printed form, there were specific prices and the method of determining the price, and prices for other additional services (transport, treatment of game, etc.) were also determined. In the case of awarding 2 points, the price list was only available on the Internet, specific prices for hunting game were set, including the price determination method, but prices for other additional services were missing. In the case of awarding 1 point, the prices were given in an interval and without a pricing method. If the price list was not available at all, 0 points were awarded. The same procedure was carried out for the existence of a price list in a foreign language. Subsequently, the points were summed up and divided by the number of hunting grounds for the municipality with extended jurisdiction. The total points were then determined by the average for the Czech version of the price list and the foreign language version (maximum 4 points).

Methodology of the evaluation of hunting tourism accommodation

The fourth group of elements is the **hunting tourism accommodation** and it is evaluated by assessing the quality of total material and technical resources in the hunting destinations (Table 10).

In this section, especially accommodation capacities were evaluated. Other services, such as transport after the hunt, the possibility of renting weapons, and processing game or trophies, depend on whether there is an offer of fee hunting in the hunting ground or not. If so, the above services will be able to be provided. Each hunting ground also includes the corresponding number of hunting facilities for hunting and the necessity of owning hunting dogs to track the hunted game.

"Number of accommodation possibilities per km^2" was used to evaluate how many possibilities to accommodate hunting tourists may have in a locality. Any mass accommodation facility was included. Numbers were converted to km^2 area to be comparable.

For the factor **"location of accommodation,"** it was evaluated if the facility is located in the city or in the countryside, while a facility located in a place with less than 3 thousand inhabitants, was considered as the countryside. If the accommodation was in the countryside, 2 points were awarded, as hunters prefer accommodation ideally in or around the hunting place.

According to the Czech Statistical Office mass accommodation facilities are divided according to the **"number of available rooms"** into four groups (up to 10 rooms, 11 – 50 rooms; 51 – 100 rooms; more than 101 rooms in the accommodation), while for hunting tourists the less number of rooms the better for them, because they prefer private accommodation, preferably just for them.

The last criterion was focused on the **"category of accommodation"**. The professional association of the Association of Hotels and Restaurants of the Czech Republic, based on Government Resolution No. 717 of 17/07/1999 and with the support of the Ministry of Regional Development of the Czech Republic and the Czech Tourism Office – Czech Tourism, compiled the "Official uniform classification of accommodation facilities of the Czech Republic, category hotel, hotel garni, pension, motel, and botel". The classification material has a recommendatory character and serves as an aid for classifying the accommodation facilities. The requirements are stated as a minimum, i.e. the offered service or equipment of a higher level than stated is satisfactory for the given class. The classification is not a generally binding legal regulation and it is up to the operator of the accommodation facility to undergo certification or not.

Table 10. The criteria for evaluating tourism infrastructure and services

Criterion	Description	
Number of accommodation possibilities per km²	• more than 0.1 facilities per km²	6 points
	• 0.081 – 0.1 facilities per km²	5 points
	• 0.061 – 0.08 facilities per km²	4 points
	• 0.041 – 0.06 facilities per km²	3 points
	• 0.021 – 0.04 facilities per km²	2 points
	• up to 0.02 facilities per km²	1 point
Location of accommodation[5]	• the facility is located in the countryside	2 points
	• the facility is located in the city	1 point
Number of rooms in the accommodation	• up to 10	4 points
	• 11 – 50	3 points
	• 51 – 100	2 points
	• more than 101	1 point
Category of accommodation	• hotel 3*, hotel garni, other facilities, tourist hostel	3 points
	• hotel 4*, 5*	2 points
	• cottage settlement, camp, hotel 1*	1 point
Total	The maximum possible score for hunting tourism accommodation is 15 points	

Definition of categories of accommodation facilities:

- Hotel - an accommodation facility with at least 10 rooms for guests equipped to provide temporary accommodation and related services (mainly catering), is divided into five classes.
- Hotel garni - an accommodation facility with at least 10 rooms for guests equipped to provide temporary accommodation and equipped only for a limited range of meals (at least breakfast), is divided into four classes.
- Motel - an accommodation facility with at least 10 rooms for guests providing temporary accommodation and related services, especially for motorists, divided into four classes, the

[5] City = more than 3,000 inhabitants

facility is located near public roads with the possibility of parking, the reception and restaurant may be outside the accommodation area.

- Pension - an accommodation facility with at least 5 and a maximum of 20 rooms for guests, with a limited range of social and additional services (absence of a restaurant), divided into four classes.
- Botel - an accommodation facility located in a permanently anchored passenger ship, divided into four classes.

For the evaluation within the hunting tourism industry, it was determined that the least preferred and used by hunting guests are cottage settlements, campsites, and hotels with 1* (1 point), then hotels 4* and 5* (2 points) and the most preferred are hotels 2*, 3*, pensions and others facilities, which are usually located in the hunting ground.

According to a total number of points, a hunting destination could be categorized as a hunting destination of:

- Less than 40 % (up to 40 points): out of the category
- from 40% to 50% (40 – 49,99 points): local tourist significance
- from 51% to 65% (51 – 65 points): regional tourist significance
- from 66% to 80% (66 – 80 points): national tourist significance
- from 81% to 100% (81-100 points): international tourist significance.

Table 11. Elements for evaluations in the proposed methodology

LOCATION (max. 20 points)					
Traffic connectivity (1 - 4 points)					
Distance from the main state airport or a larger international airport (1 - 3 points)					
Number of hunting licenses issued to foreign hunters (1 - 5 points)					
Rural typology (1 - 4 points)					
The density of municipalities (1 - 4 points)					
A. LOCATION					
NATURAL RESOURCES (max. 45 points)	Optimal population density (4 points)	Overpopulation (3 points)	Medium population density (2 points)	Small population density (1 point)	
Red deer					
Sika deer					
Wild boar					
Roe deer					
Fallow deer					
Moufflon					
AVERAGE POINTS OBTAINED * COEFFICIENT 10					
Number of species available in hunting tourism offer (1 - 5 points)					
B. NATURAL RESOURCES					
OFFER OF HUNT AND PROMOTION (max. 20 points)					
Managing of hunting area (1 - 3 points)					
Internet presence (up to 4 points)					
Social media presence (up to 2 points)					
Exhibiting at hunting fairs and trophy exhibits (up to 3 points)					
Offer of the hunt (up to 4 points)					
Pricelist (up to 4 points)					
C. OFFER OF HUNT AND PROMOTION					
ACCOMMODATION (max. 15 points)					
Number of accommodation possibilities per km^2 (1 - 6 points)					
Location of accommodation (1 - 2 points)					
Number of rooms (1 - 4 points)					
Category of accommodation (1 - 3 points)					
D. ACCOMMODATION					
TOTAL ESTIMATE OF HUNTING AREA (A+B+C+D)					

Results and discussion

Location - In terms of transport accessibility, most areas received high scores. Areas in the Central Bohemian Region are easily accessible from Václav Havel International Airport in Prague, but also areas in the South Bohemian Region are connected from Prague by highways or a dense first-class road network. Some areas lost points mainly due to the typology of regions, as the areas around Prague are heavily industrialized and densely populated. The fundamental points for the location were the current demand of foreign hunters, who are now heading in larger numbers, especially to border locations. Among the best-rated areas in terms of location were the hunting areas Benešov, Příbram from the Central Bohemian Region and Jindřichův Hradec and Kaplice from the South Bohemian Region (Figure 11).

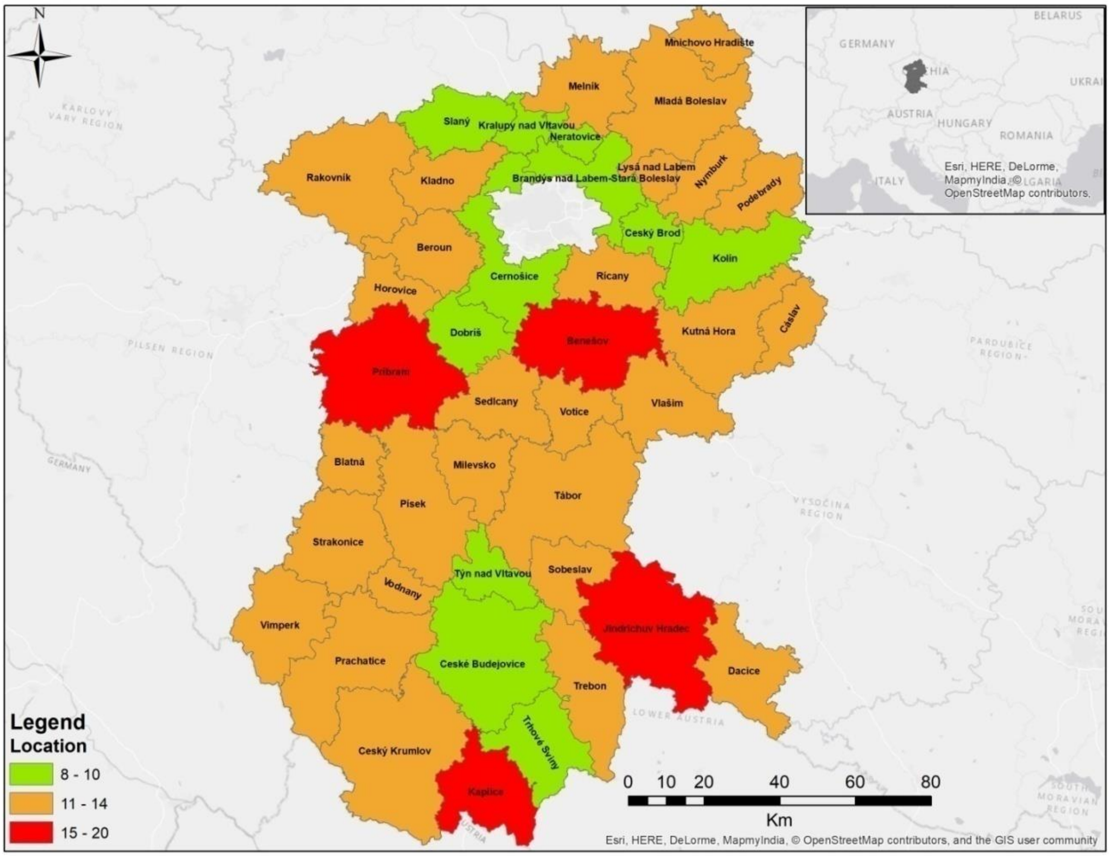


Figure 11. Location

Natural resources – natural resources are represented by individual species of wild animals that are intended for hunting. Game, its abundance, and diverse species are the most important factor for hunting tourists when considering a certain hunting tourism destination. In the Czech Republic, several species are currently overpopulated, which in terms of sustainability in hunting tourism has not been evaluated with maximum numbers in most areas. In almost every area, it is possible to offer several species for hunting tourism at the same time. The areas received an average value of 32. In terms of natural resources, the areas of Mladá Boleslav in the Central Bohemian Region and České Budějovice in the South Bohemian Region were rated as best (Figure 12).

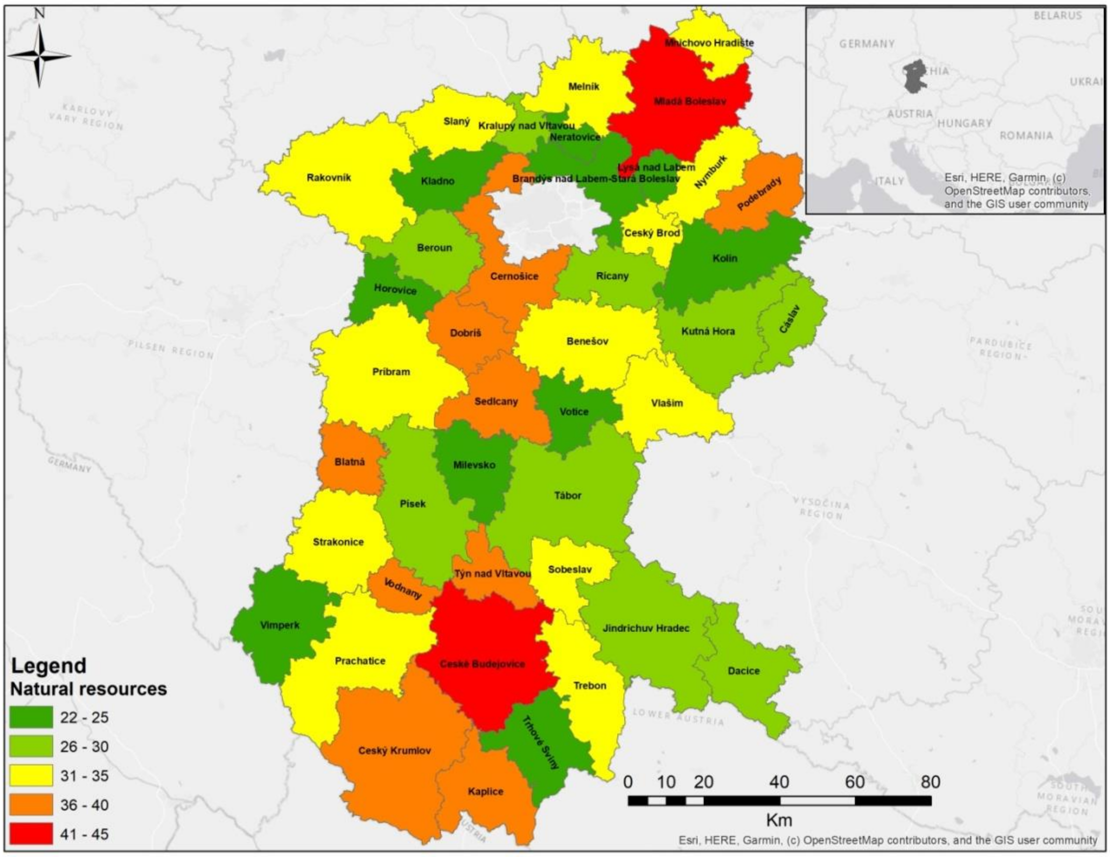


Figure 12. Natural resources

Offer of hunting and promotion - human resources are one of the basic drivers of the development of hunting tourism potential. Even if there is an excellent location with sufficient infrastructure and plenty of high-quality and diverse game, if it is not supported by the willingness to offer, promote and subsequently organize hunting on the part of people managing in the given area, the potential will not be used. The assessment of the level of hunting in the Czech Republic in the studied area showed that this factor is fundamentally at a low level in most areas. The areas lost points if the fact that hunting clubs manage hunting on a larger area of the territory, where hunting at a professional level has not yet taken place, but there is also great potential for development in the future. The biggest pitfalls for hunting tourism are the lack of easily searchable fee hunting offers, the lack of price lists, the lack of use of social media, and only a small use of own websites for promotion. Although the maximum possible number of points was 20, the average value achieved for the areas was 6. The best-rated area was Černošice, where the state enterprise Czech State Forest manages the majority of the hunting areas. The Křivoklát and Konopiště hunting grounds are located here, where a significant promotion of fee-based hunts also towards foreign guests can be seen and these two localities are very famous also abroad. The evaluation revealed the correlation between marketing activities in connection with management in the given territory. State enterprises or municipal forests promote far more and allow hunting on their territory. They have clear price lists in Czech and foreign languages, including additional services, they use Facebook, Instagram, and Twitter to promote fee hunts. On the one hand, it is also due to professional hunting management, but also due to hunting guides who are employed and paid for this work. At the same time, the results revealed a huge opportunity for the development of hunting tourism (Figure 13).

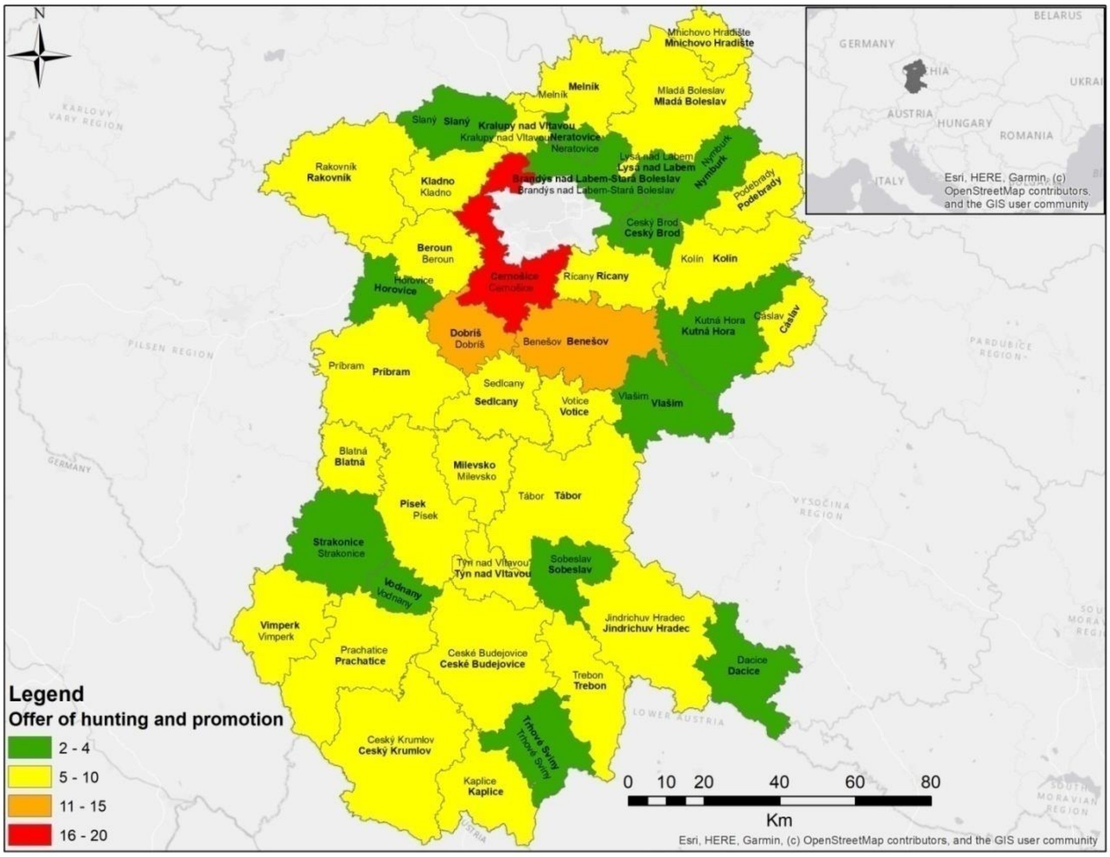


Figure 13. Offer of hunting and promotion

Hunting tourism accommodation – accommodation and related infrastructure is the group of indicators that is the least variable between areas. The maximum possible value was 15, and the average value of the areas is 12, which means that most destinations are suitable for hunting tourism in terms of accommodation capacity, location, and category. The best-rated areas were Beroun and Mnichovo Hradiště in the Central Bohemian Region and Český Krumlov and Vimperk in the South Bohemian Region. These areas received points in particular for the high number of smaller accommodation facilities in the countryside that are suitable for hunting tourists (Figure 14).

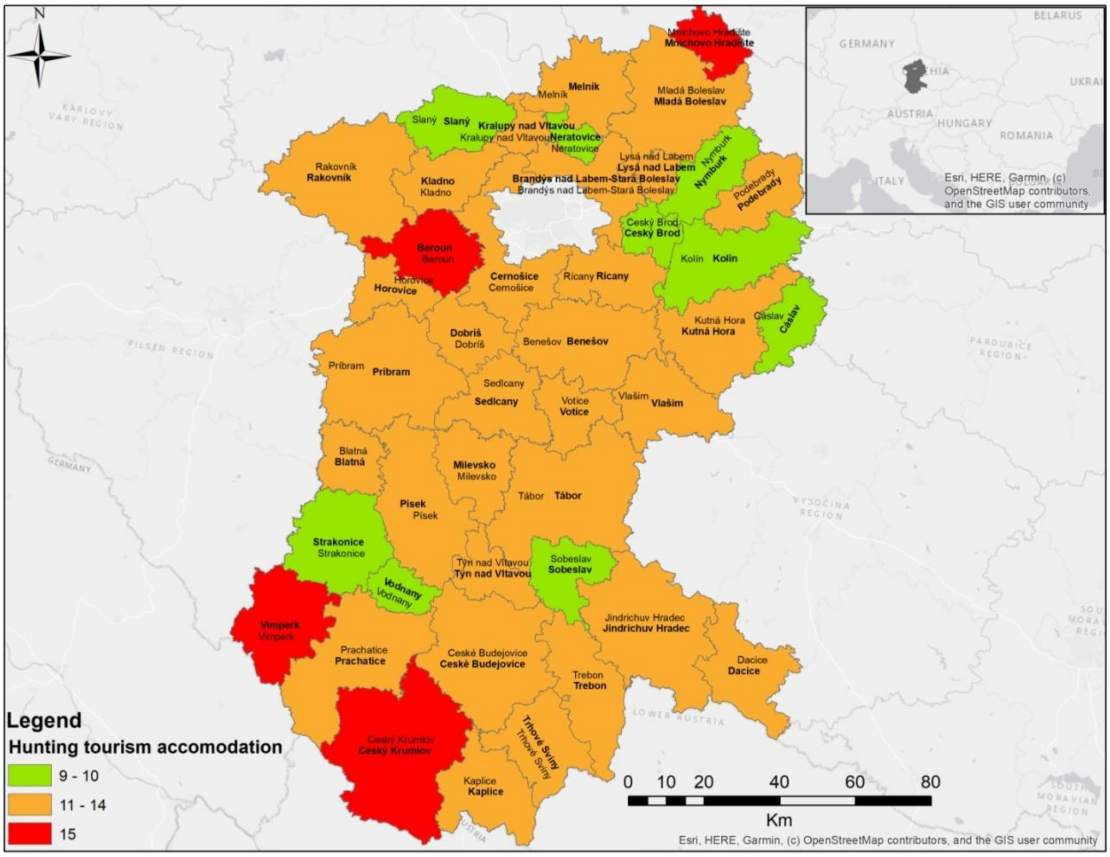


Figure 14. Hunting tourism accommodation

According to the total number of points, evaluated hunting destinations are categorized as:

- one hunting destination of international tourist significance (Černošice) which groups 43 hunting grounds of which 31% are managed by Czech State Forest, a state enterprise
- 15 of national tourist significance (Benešov, Dobříš, Mělník, Mladá Boleslav, Mnichovo Hradiště, Poděbrady, Příbram, Rakovník, Sedlčany, Blatná, České Budějovice, Český Krumlov, Kaplice, Prachatice, Třeboň),
- 22 of regional tourist significance (Beroun, Čáslav, Český Brod, Hořovice, Kladno, Kralupy nad Vltavou, Kutná Hora, Nymburk, Říčany, Slaný, Vlašim, Votice, Dačice, Jindřichův Hradec, Milevsko, Písek, Soběslav, Strakonice, Tábor, Týn nad Vltavou, Vimperk, Vodňany
- 5 of local tourist significance (Brandýs nad Labem - Stará Boleslav, Kolín, Lysá nad Labem, Neratovice, Trhové Sviny)
- none of the hunting areas was evaluated as out of the category.

Table 12. Overall results of evaluated elements

	Unit	Location	Natural resources	Offer of hunting and promotion	Infrastructure	Total
1	Benešov	16	35	11	14	76
2	Beroun	11	30	9	15	65
3	Brandýs nad Labem - Stará Boleslav	9	23	2	13	47
4	Čáslav	12	30	10	9	61
5	Černošice	9	40	19	14	82
6	Český Brod	9	32	3	10	54
7	Dobříš	10	40	12	13	75
8	Hořovice	12	25	4	11	52
9	Kladno	11	25	8	11	55
10	Kolín	10	22	7	10	48
11	Kralupy nad Vltavou	10	28	8	12	58
12	Kutná Hora	12	29	4	14	59
13	Lysá nad Labem	11	23	2	11	47
14	Mělník	11	34	8	14	67
15	Mladá Boleslav	11	45	7	12	74
16	Mnichovo Hradiště	12	35	6	15	68
17	Neratovice	10	23	4	10	47
18	Nymburk	14	35	4	10	63
19	Poděbrady	13	40	6	13	72
20	Příbram	15	35	8	12	69
21	Rakovník	12	35	10	12	69
22	Říčany	11	30	10	14	64
23	Sedlčany	13	40	5	14	72
24	Slaný	9	32	3	9	53
25	Vlašim	13	35	3	13	64
26	Votice	13	24	5	12	54
27	Blatná	11	40	8	11	69
28	České Budějovice	10	45	5	13	73
29	Český Krumlov	14	40	8	15	77
30	Dačice	12	30	2	12	56
31	Jindřichův Hradec	15	30	5	14	64
32	Kaplice	15	40	6	11	72
33	Milevsko	11	24	6	11	52
34	Písek	12	30	8	13	63
35	Prachatice	13	34	7	14	68
36	Soběslav	12	34	2	10	58
37	Strakonice	12	35	3	10	60
38	Tábor	11	30	8	12	61
39	Trhové Sviny	8	24	4	13	49
40	Třeboň	14	34	7	14	69
41	Týn nad Vltavou	10	38	5	11	64
42	Vimperk	13	23	9	15	60
43	Vodňany	11	38	4	10	62

Evaluation of tourism potential can be based on various factors. Fundamental to the evaluation is a unified methodology, based on which all units are evaluated according to the same criteria. Thanks to this, it is then possible to determine which units were better evaluated and using which criteria. Four areas of criteria were determined for the evaluation of hunting tourism potential: location, natural resources, hunting offer, and promotion and accommodation (Figure 15).

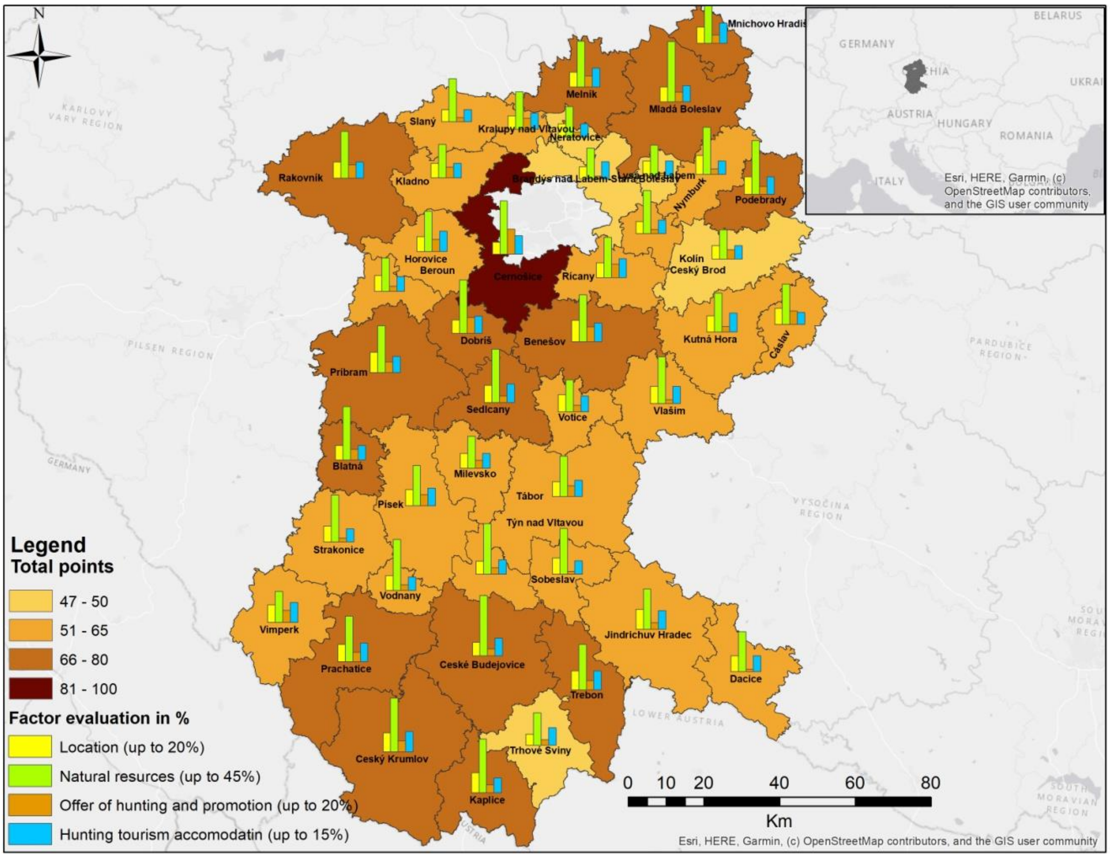


Figure 15. Overall evaluation

Conclusion

The proposed methodology aimed to include all factors related to the development of hunting tourism. In addition to the optimal number of healthy and high-quality game, it is also necessary to develop the tourism infrastructure, which includes not only transport accessibility but also accommodation and catering services. In connection with hunting, it is possible to further develop related services such as the preparation of hunted game or other leisure activities. Due to the low offer of fee-based hunting in the Czech Republic, which today is mainly made up of state-owned enterprises, there is a huge potential for development, especially for private hunting grounds and hunting clubs. Due to the excessive number of hoofed game, and the declining number of Czech holders of hunting licenses, it is necessary to work especially on the promotion of paid hunts abroad, as traveling for hunting is increasingly popular among European hunters. The mentioned methodology is an initial assessment of hunting tourism in the Czech Republic. For a more accurate evaluation, it would be more appropriate to perform the evaluation directly on the hunting grounds itself. Since average values had to be considered for a larger area in many cases, the total points achieved decreased. The most points were achieved by state hunting grounds, where the increased demand for hunts from abroad was also shown. This methodology can be adapted to the assessment from the aspect of the certain number of nurtured game species. All presented elements in the methodology can be evaluated as proposed or adjusted to the certain conditions of the destination.

CASE STUDY III –ESTIMATING HUNTING TOURISM POTENTIAL IN HUNGARY

[6]Hillebrand, R., Schiberne, E.

Hunting and hunting tourism in Hungary

In Hungary, hunting tourism has been an integral part of wild game management for decades, and it serves as one of its most important income-source. Wild game populations showed a steady increase in the past decades, and both international and domestic commercial hunting increased significantly. The industry experienced ground-breaking changes: transitioning from communism to a democratic political system and from central planning to a market economy, reform in landownership and hunting rights, legislation, increasing living standards, emerging international competition, etc. Despite these changes, hunting tourism remained important and provided great support for the long-term sustainability of the utilization of wild game resources.

In this study, we aim at surveying the current system of hunting services from the service providers' perspective. Based on a series of in-depth interviews, we reveal the key elements that define contemporary hunting tourism, the motivations of the stakeholders, and the main factors that will be likely to shape its future. We also provide an evaluation method that can be used to describe the hunting tourism potential of hunting grounds.

Wild game management in a Nutshell in Hungary

The size of the area suitable for wild game management in Hungary is 8,703,065 ha, and there are 1,447 wild game management units (WGMUs) in this area (Csányi et al., 2022). WGMUs are responsible for managing the wild game population according to a 20-year long-term and annual management plan both authorized by the hunting authority. Hunting-related legislation does not limit commercial hunting in any way, the business model of the WGMUs depends on their members' or owners' decisions, and their opportunities. WGMUs are liable for damages caused either by the wild game or by the hunters and they are obliged to employ at least one hunting professional, and one additional for every 4,000 hectares.

The annual harvest of the sector is 76 thousand red deer, 19 thousand fallow deer, 110 thousand roe deer, 160 thousand wild boars, and 4 thousand mouflons. In addition to the above ungulates, the annual bag includes 430 thousand pheasants and 100 thousand hares. These wild game species can be regarded as products of wild game management, and their hunts are the most important hunting services. Red deer is the most important species, as it represents high market value and is available in fairly large numbers. Wild boar provides driven hunt opportunities and is available in large numbers, however, due to an ongoing African Swine Fever (ASF) pandemic in some areas of the country, their population has been drastically reduced. Roe deer is harvested in great numbers all around the country, but its market price is much lower than that of red deer. Fallow deer and mouflon are introduced species and are available only in some regions. Small game, such as hare and pheasant is getting less available as their natural population is shrinking. Table 13 shows indicative numbers of the annual game harvest in Hungary (Csányi et al. 2022).

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[6]See List of contributors

Table 13: Approximate wild game harvest in Hungary in the 2020s

Wild game species	Total	Commercial hunters in open and fenced areas combined		Commercial hunters in fenced areas only	
		Hungarian	International	Hungarian	International
Red deer total	76,000	14,000	13,000	300	200
Red deer stag	18,000	3,500	5,500	150	100
Fallow deer total	19,000	5,000	3,500	700	500
Fallow deer buck	5,000	1,500	1,000	250	200
Roe deer	110,000	26,000	17,500	35	30
Roe deer buck	42,000	14,500	11,500	30	30
Wild boar	160,000*	26,000	19,000	3,200	5,000
Wild boar tusker	35,000	5,500	4,000	1,000	1,500
Mouflon total	4,100	1,650	650	200	120
Mouflon ram	1,300	550	400	100	100
Pheasant	430,000	141,500	35,500	-	-
Hare	100,000	19,000	11,000	-	-

*Due to the African Swine Fever pandemic, harvest data does not reflect the real hunting potential

Hunting organizations

Hunting clubs are legal entities that are established by private individuals – mostly hunters – and their primary aim is to organize hunting opportunities. One type of such hunting club operates by leasing a wild WGMU and managing it to provide hunting opportunities for the members. To cover the operational costs, they can provide hunting services, otherwise, incomes from meat and membership fees shall be sufficient to cover expenses.

The other type of hunting club operates without a WGMU, and they use various hunting services. Since such hunting clubs have no significant permanent costs, the members only pay for the services they use.

State forest companies (and some other state-owned organizations) are 100% state-owned, and they manage 20-80 thousand hectares of state forests. They also manage WGMUs that are partly overlapping with the forests they manage. The majority of hunting opportunities are sold as hunting services, and management objectives include positive financial balance, stewardship of the wild animal populations, controlling wild game damage to support silviculture, etc. In some regions their role in wild game management is significant.

Commercial hunters

The number of issued hunting licenses was 28,982 in 2019, 9,343 in 2020, and 23,163 in 2021. Figure 17 shows it in a monthly breakdown (Hungarian Hunters' National Chamber 2022).

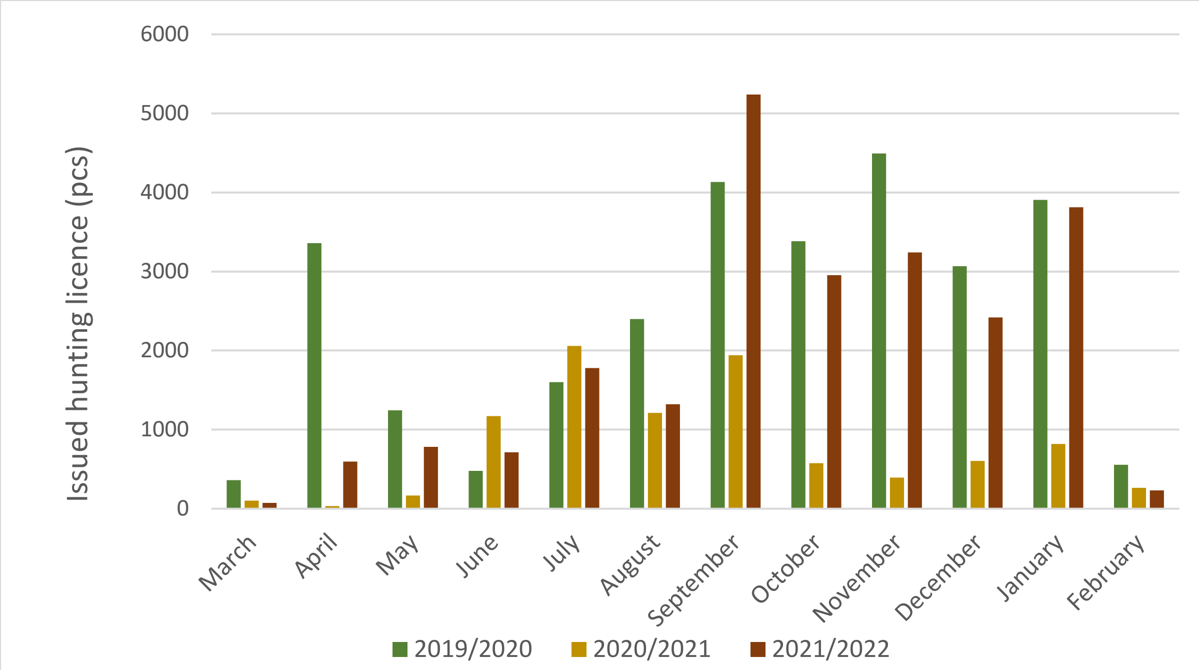


Figure 17. Number of issued hunting licenses in a monthly breakdown

Commercial hunters buy hunting opportunities instead of leasing a hunting ground. On the one hand, this hunting habit is more flexible and versatile but misses the stronger connection to the landscape and to the natural environment, which is normally a significant part of the hunting experience. The rationale for buying hunting opportunities is usually the fact that the desired target species are not available locally. This includes species of other continents, trophies of exceptional size or high population density, etc. Another contributing factor to commercial hunting is usually the lack of time and less frequent hunting, which prevents the hunter to get actively involved in wild game management. Commercial hunters are a significant source of income in wild game management. Table 14 shows the game management units' income from commercial hunting and additional services (Csányi et al., 2022).

Table 14: Income from commercial hunting and additional services in Hungary in 2021 (1 EUR=360 HUF)

	Hunting fee (€)	Services (€)
International guest hunters	14.2 million	2.2 million
Hungarian guest hunters	19.0 million	4.6 million

The **social status** of commercial hunters varies, but there are three distinct groups identified by our survey that we would like to present here to illustrate their spectrum. The largest group is the **elderly wealthy hunters**, who are above 60 years of age. They usually own a business that does not require their active participation on a daily level, so they have a stable financial background and have enough time for hunting trips. They are usually skilled hunters with many decades of experience, and sometimes their bond to hunting is so strong that they bring their business partners, friends, and children to their trip as a (business) gift, or to introduce them to hunting. Included in this group we can find hunters whose hunting tradition is rooted back for many generations, such as aristocrats, but also self-made people, who started from modest circumstances.

Another group of commercial hunters is among the **younger and wealthy people**, who have a financially outstandingly rewarding career, and they are looking for hobbies that fit and reflect their desired social status. We can assume that some of them will belong to the former group with time, but before that, they pursue quick success in hunting and top-quality trophies.

The third group is a mixture of hunters with various backgrounds, who can afford less than the top quality but are dedicated to hunting and go for more **affordable hunting options**. Financial constraints limit the length of their hunting trip, so they look for closer locations.

In Hungary, the foreign hunters mostly originate from Austria and Germany. These two countries account for 2/3 of the guests. Slovakia as a neighboring country has an almost 10% share. Central-European hunters respect the 'Prussian hunting customs' they expect 'last bite', 'hunter's branch', and 'honoring ceremony' and the hunter-like attitude to the game in general.

Hunters from northern countries, especially Sweden, Finland, and Denmark make up only a small part of the guests, and they are described as disciplined hunters with cutting-edge equipment. Guests from France, the Benelux states as well as Russia, and Ukraine are rare. In the above-mentioned countries trophy hunting and hunting for large ungulates are more typical. From among the Southern-European countries Italy stands out with more than 10%. Guests from the Mediterranean are more interested in wild boar and small game driven hunts. The United States, Australia, the UK, and the Arab countries are also included in the guest list. Since these countries have less formal hunting traditions than the Central-European countries, the service providers need to adapt to them, so that the guest does not feel uncomfortable. Figure 18 shows the guest hunters' countries of origin in Hungary (Hungarian Hunters' National Chamber, 2022) (Figure 18).

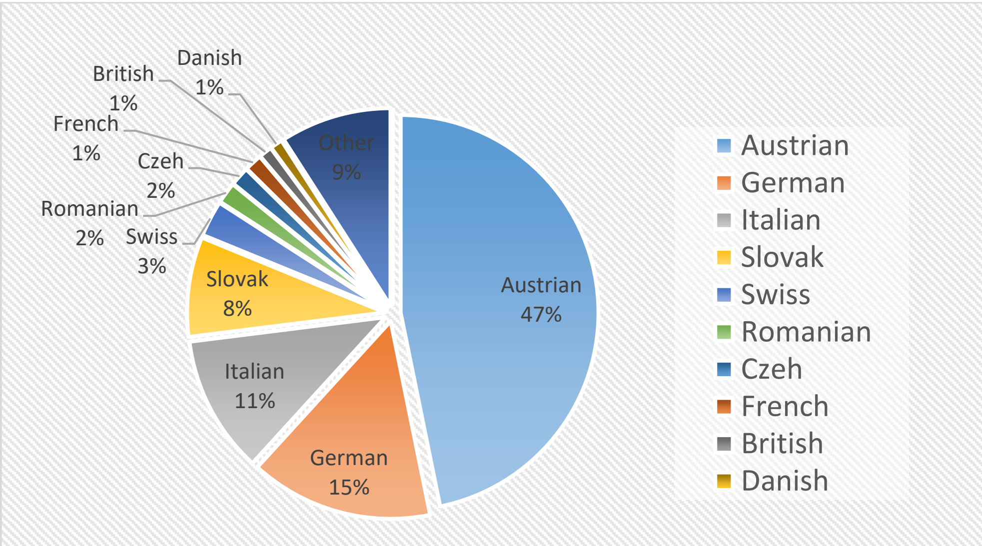


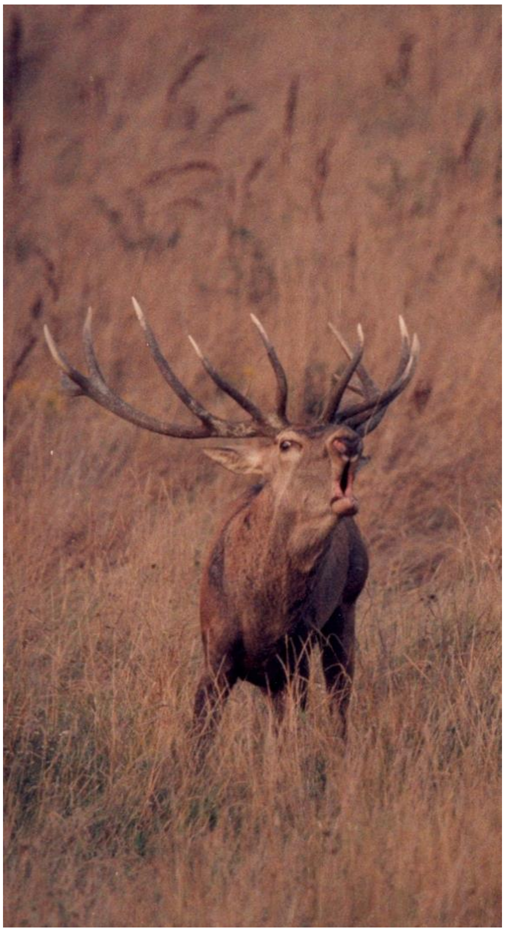
Figure 18: Distribution of the number of hunting licenses by nationality (2019/2020)

Traveling is a key part of the hunting trip. Within Europe, hunters prefer traveling by car, even from large distances. It is easier to pack all the equipment and the tiring procedure of handling guns in the airports can be avoided. They can adapt flexibly to how the hunting is going, which means that they can leave early or stay longer as needed, which is not an option with a booked ticket.

Hunting guests tend to develop a strong connection to specific hunting grounds, they visit them regularly and recommend them to other hunters. The key factors of such connections are successful previous hunts and professionalism in both hunting and hospitality services. Hunting guides play a central role in developing such personal ties.

Commercial hunting products and services

Red deer hunting



The main season of red deer stag hunting is in September during the rutting season. A capital red deer stag trophy is highly valued and demanded by hunters. In addition, red deer belling echoing in the forest or flying over misty meadows is an atavistic experience that creates an atmosphere unlike any other. Some hunters pursue deer hunting during their whole hunting careers and specialize in this species, while others shoot only a few stags in their lifetime. This mostly depends on their financial sources.

Although gamekeepers know the potential of the red deer population in their hunting area, and sometimes they identify outstanding specimens and observe their behavior, hunting results cannot be forecasted with certainty. In some areas, deer stags start to migrate before the rutting season, and therefore the available stags may be different compared to other times of the year. There are two hunting opportunities during the day, one after dawn and another at sunset. As a rule of thumb, 2-4 days are required to ensure satisfactory results. The more specific requirements (extra-large, fork-shaped, unusual formation), the more time is needed.

The shooting fee of red deer stags depends on the trophy weight, while hinds and calves are charged on the number of specimen bases. Trophy weight is very difficult to estimate on a live animal and under difficult sight conditions, thus service providers only ensure +/- 10-15% accuracy. Above 9 kg trophy can mean nearly 1 kg deviation from the target size, which can lead to a 150%-200% difference in the hunting fee. Therefore, accurate prior agreement on the details of the contract and the mutual understanding of the pricing method are of paramount importance.

Non-trophy red deer hunting includes individual hunting mostly by stalking or sitting, or driven hunts combined with wild boar. The density of red deer is exceptionally high in Hungary. This condition is favorable for hunting tourism and especially for the hunting experience. However, this density of game is also reflected in the level of crop damage.

Roe deer hunting

Roe deer is a cosmopolitan ungulate species, which means that it is present in a wide variety of habitats on flatlands and hills, as well as in forests and open areas. There are two hunting seasons for roe deer in Hungary. One is in May when the vegetation is still low, and they can be spotted, another season is in July during the mating season when bucks are chasing the does, they are easier to call by a whistle, and large agricultural areas are already harvested.

The best roe deer populations can be found in the less forested flatlands, where red deer, fallow deer, and wild boar are not present. Thus, in these areas, roe deer is the main trophy animal and the primary income source.

The distinctive characteristics of roe deer hunting in May are the warmth of the late springtime and the blooming natural environment. Roe bucks choose their territory for the vegetation period, and therefore the hunters usually need to cover large areas to search for the desired trophy. This is why one of the traditional forms of roe buck hunting was hunting from a horse-drawn carriage, which the animals consider harmless, so they do not get scared off of it. Today, hunters usually cruise around the hunting ground by a jeep, and start stalking, when they find a buck that fits the hunter's idea.

Fallow deer hunting

Fallow deer is an introduced species in Hungary, and it is only present in isolated populations. Often they are kept in many-thousand-hectare large areas. The fence in such cases is small enough so that it does not prevent red deer migration, and it is not completely closed on major public roads for instance. Hungary has the reputation of keeping the highest quality fallow deer population[7].

Its body and trophy size are roughly half of that of the red deer, and therefore it is less attractive to hunters. Probably this is the main contributing factor to the fact that there are fewer hunters specializing in fallow deer hunting than red deer hunting, and it is more difficult to build a stable client base.

The main hunting season of fallow deer is in October, which is very convenient for the service providers considering that it follows the red deer rut season by a month. Although it is not possible to maintain high-quality red deer and fallow deer populations in the same place, larger service providers can manage separate hunting grounds for them.

Fallow deer bucks do not follow the hinds during the mating season like red deer stags do, but they gather at a lek, where they clear off a small rutting point close to each other and wait for the hinds. Frequent rutting places can therefore provide multiple choices for the hunters within a hundred-meter radius. Furthermore, fallow deer bucks are less cautious, and it is not impossible to hunt at the same place multiple times a day.

Mouflon hunting

The mouflon is not native, it was artificially introduced in Hungary. There are not as many hunting opportunities for mouflon as in the case of red deer or roe deer, but many hunting areas have outstanding-quality mouflon populations. Mouflon hunting is typically sold as an individual hunt, but in some hunting areas, mouflon ewes and lambs can be shot in driven hunts.

The market value of a capital mouflon hunt falls behind the value of a capital red deer stag hunt, but it is still typically sold to hunters with above-average financial resources. Mouflon hunts have fewer returning guests than red deer hunts. Typical hunters rarely shoot more than 2-3 mouflons in their lifetimes.

Wild boar hunting

Although there is no legal seasonal restriction on wild boar hunting, there are two typical types of wild boar hunting. One is in early summer when hunters try to repel wild boars from agricultural areas to prevent crop damage by individual hunts, and another is in the winter when piglets are grown, and largely driven hunts are organized.

Winter driven hunts have a unique feeling: the noise of the beaters and the black boars running fast in a snowy landscape. It requires sophisticated skills to shoot them with a rifle. These driven hunts can be combined with non-trophy red deer hunting.

There are hunting enclosures dedicated to wild boar hunting in Hungary. Some hunters refuse this form of hunting due to ethical considerations, however, others specifically look for such intensive

[7]'Population quality' refers to the size of trophies

hunting experience with outstanding results. Its importance in hunting tourism originated from the fact that it is widely available, mostly, but not exclusively in forested areas, and there is a great demand for winter driven hunts. Thus, in many WGMUs this income source contributes greatly to their budget.

African Swine Fever (ASF) is a potentially deadly disease of wild boar, which has no cure or vaccine. Although humans are not susceptible, it can be transmitted to domestic pigs, which could lead to severe socio-economic effects. Thus, there are severe countermeasures to prevent its spread, including rigorous monitoring and a radical decrease in wild boar populations. Since its first discovery in Hungary in 2018, hunting restrictions and preventive measures have had devastating effects on wild boar populations and hunting in some regions.

Hare and pheasant hunting

Hare is a typical animal of the flatlands in Hungary. In hilly regions, its population rarely reaches the density that is suitable for hunting, and there are other, more attractive hunting opportunities. In some areas, it is one of the most important target species. It is sold not only for hunting but also as a live animal.

The same applies to pheasant hunting, except that it is not sold as a live animal. This species has been introduced for hunting purposes; therefore, its breeding has a long tradition, and its population heavily relies on artificial supplies. Both hare and pheasant hunts are typical group hunts with shotguns in late autumn or in winter. Small group hunts with dogs are less efficient than large circular hunts. Table 15 summarizes the indicative prices of trophies and small game hunts in Hungary.

Table 15: Indicative prices of trophies and small game hunts in Hungary

Wild game species	Trophy size	Average price (EUR)	Maximum price (EUR)
Red deer stag	5 kg	€ 1,052	€ 1,350
	10 kg	€ 6,700	€ 8,200
	12 kg	€ 14,800	€ 18,900
Fallow buck	2 kg	€ 400	€ 500
	4.5 kg	€ 5,000	€ 5,900
	5 kg	€ 7,500	€ 10,500
Roebuck	300 g	€ 375	€ 550
	500 g	€ 3,000	€ 3,610
Wild boar (tusker)	12 cm	€ 500	€ 750
	20 cm	€ 1,700	€ 2,300
Mouflon ram	50 cm	€ 1,200	€ 1,400
	90 cm	€ 4,448	€ 5,000
Pheasant		€ 22	€ 25
Hare		€ 50	€ 60

Additional services

Besides the hunting opportunities, the service providers can offer additional services, some of which are compulsory, while others are optional. The most important compulsory service is the guiding fee. Due to legal requirements, guest hunters must be accompanied by a gamekeeper, who ensures that all regulations are respected during the hunt. It is also the obvious interest of the guest to rely on the guide's instructions, and she/he is responsible for delivering hunting results in correspondence with the contractual agreement. Some service providers apply a daily hunting fee that covers the costs of the guide, gutting, as well as transportation, and handling of the carcass. An additional fee is charged for accompanying persons that participate in the hunt.

An unsuccessful hunting trip is a significant loss of capacity for the service provider and a disappointing memory for the hunter. The uncertainty of hunting cannot be eliminated; therefore, the service providers calculate around 10% less harvest than contracted. In case the guest hunter has the chance to shoot, but misses, and remains unsuccessful until the end of the trip, failed shooting fee is charged. In the case of wounding an animal in individual hunting, 50% of its estimated value is charged.

Accommodation in a hunting lodge is an optional service and can add to the hunting experience in multiple ways. Especially for elderly hunters, it can be tiring to wake up early many days in a row, which is a prerequisite for a successful morning hunt. The closer the accommodation is to the hunting ground the less time is consumed for traveling. One of the advantages of staying in hunting lodges is that they are located close to the most frequented hunting places. Depending on the capacity, hunting lodges can provide comfortable separation for hunting groups, who want to spend good times together during their stay without disturbing others or vice versa.

Hunters generally have specific requirements that are less feasible (or tolerable) for an average accommodation provider. They need to have a safe place to keep their guns, they are having breakfast and dinner at an unusual time, and their clothes can be dirty (sometimes muddy and blood-stained) and they can have a rather odd appearance after a tiring hunting session.

All the above aspects can be better met/handled in a hunting lodge. Furthermore, for many hunters, nothing compares to the unique atmosphere of a remote hunting lodge, and it is an integral part of the hunting experience.

However, these buildings are usually expensive to operate, as investments in water and electricity supply as well as inroads are well above that of the populated areas. Nowadays, hunting guests prefer to stay in single rooms, (or maximum in a double), but old hunting lodges were not built accordingly.

Although hunting lodges can potentially be attractive for all types of visitors, in practice, there are only rare examples of mixed utilization. Therefore, in many cases, it is easier to agree with a guesthouse in the proximity of the hunting ground to fulfill the specific needs of the guest hunters and outsource this service completely. It becomes even more convenient when one of the hunting club members has such an accommodation option.

Guest hunters and guides use **off-road vehicles** to access the hunting areas. There are significant differences in the distances covered by hunters, which depend on the length of stay, the guests' hunting habits, the weather, and other circumstances. This service is summarized and charged at the end of the hunting trip.

Hunting from a **horse-drawn carriage** is a traditional form of hunting, especially in roe deer hunting in open areas. Horse-drawn carriages are usually provided by a third party, but as household horse keeping got almost extinct it is becoming more difficult to find them. They are usually charged by service hour or day.

Airport transfer, trophy preparation, and leisure activities for accompanying persons may also be available either as paid service or in the latter case as a gesture.

Dimensions of hunting tourism potential evaluation

The term 'hunting tourism potential' can be interpreted in many ways combining internal and external influencing factors on various scales and time horizons. In this study, we aim to present an evaluation method for the readers that represent the hunting tourism utilization level of hunting grounds. Tourism utilization can be measured by the income from hunting tourism per unit of the hunting area. More importantly, this analysis is intended to provide insights into the motivations, practicalities, and key success factors of hunting tourism. To do so, hunting tourism potential is examined according to three separate criteria: natural conditions, the intensity of wild game management, and business objectives.

Natural conditions can be scaled according to the naturally occurring hunting products and their potential income. Red deer, fallow deer, and wild boar provide the highest income, roe deer is intermediate, while pheasant, hare, and other small game provide the least income. Population density and quality both influence income potential. Therefore, the following categories were used: (1) flatlands for the small game only, (2) flatlands of mixed vegetation with moderate natural conditions for wild ungulates, (3) hilly or mountain regions with average natural conditions for wild ungulates, (4) flood plains or hilly regions with outstanding natural conditions for wild ungulates.

Wild game management intensity and hunting style is on the one hand an attitude to the natural environment as to what degree the natural populations are modified, on the other hand, it is coupled with different forms of hunting. Wild game management can improve habitats by mitigating limiting factors and by applying intensive management techniques that provide partly artificial living conditions. The classification in this dimension is less objective than in the other two. In this study, the following categories are applied: (1) moderate improvement of living conditions, (2) considerably increased population density and quality, (3) application of distinctive forms of hunting and product development and (4) application of intensive game management techniques.

This dimension represents the service providers' efforts to improve the wild game populations to provide the basis for hunting services. Providing game populations with winter forage is a typical way of increasing survival rate, especially during severe weather conditions. It can also be used to attract animals and keep them around favorable hunting locations, or areas where they can cause less damage to valuable crops. With increased feeding, population size can grow well beyond the natural level, which provides more suitable conditions for providing hunting services. When population growth is coupled with rigorous culling, the trophy quality can also be increased. WGMUs that do not want to apply intensive wild game management techniques but try to attract more visitors tend to enter niche markets or develop distinctive characteristics. The latter includes specialization to specific hunting methods, such as 'moonlight stalking', 'hunting from horse-drawn carriage', and archery, or they try to build a market brand based on record trophies. Wild ungulates can be kept in fenced areas, where their populations can be more precisely managed, and the hunting results can be better controlled. Both in fenced areas and open spaces introduced species can widen the hunting service portfolio. Although introduced species are controversial even among hunters, with time demand for them increases. Fallow deer and mouflon are two good examples in Hungary.

Hunting services are highly dependent on the **business objectives** of the hunting unit, which serves as the third dimension of evaluation. Some hunting grounds (1) provide no hunting services regardless of their abilities because the members of the wild game management organization intend to hunt on their own. Guests to such hunting grounds are invited on a personal and business relation basis, and they emphasized maintaining the feeling of exclusivity. A more typical situation is when hunting grounds (2) use the opportunity to sell hunting services to cover their costs, but there is no motivation to increase it to its full potential. At another level, (3) the management of the hunting ground is more separated from the hunters, and they consider themselves as service providers both for outside and inside hunters. Besides satisfying their hunters, such management is more motivated to generate higher income, which improves financial stability and provides the basis for more professional wild game management. (4) Hunting grounds that are managed by state-owned organizations have no recreational hunters, therefore, their management is more focused on the financial results of their hunting branch. Although they can be regarded as business-oriented, it does not mean that they are profit-oriented because they also need to consider the effects of the wild game population on their other activities, such as forestry, agriculture, or nature protection.

The summary of dimensions of the evaluation and the respective categories applied are summarized in Table 16.

Table 16. Dimensions and categories of hunting tourism potential evaluation of hunting grounds

	Natural conditions
1	Dry flatlands for the small game only
2	Flatlands of mixed vegetation with moderate natural conditions for wild ungulates
3	Hilly or mountain region with average natural conditions for wild ungulates
4	Flood plains or hilly regions with outstanding natural conditions for wild ungulates
	The intensity of wild game management
1	Moderate improvement of living conditions
2	Considerably increased population density and quality,
3	Application of distinctive forms of hunting
4	Application of intensive game management techniques
	Business objectives
1	No hunting services provided
2	Hunting grounds use the opportunity to sell hunting services to cover their costs
3	Semi-business-oriented service providers; management separates from hunters
4	Business-oriented service providers

Sources and method

In this study, a sample of WGMU was selected from around the country representing various types of organizations, natural conditions, and business models. A series of in-depth interviews were conducted to gather detailed information on how they operate, what objectives they follow, and their perceptions. This data collection method was used to ensure that the analysis can utilize the insights shared by the respondents. Another reason is that the interview addressed topics such as prospects of wild game management, the changes in the commercial hunters' community, and the hunting experience, etc. These topics are difficult to cover with simple questions, and it is more convenient for the respondent if the interviewer is there to provide clarification if needed.

Sampling and data collection

The sample selection was based on market reputation and the advice of local experts. The sample covers the whole country, but more emphasis was put on regions of larger hunting tourism significance. All types of wild game management units and all geographical and wild game management regions are represented.

Due to the nature of the survey the respondents belong to the more active hunting units, which at least to a certain extent offer hunting services and are more open to public surveys. Professionals with special expertise and wider experience in this field were preferred.

In total 17 hunting ground manager organizations were interviewed, including 10 state forest companies and 7 hunting clubs. All interviews were conducted as a personal conversations either by visiting the hunting ground or via internet calls. Usually, the hunting grounds were represented either by a high-level executive, such as a CEO[8], a vice-CEO, a department head, a hunting club president, or two competent professionals responsible for game management and business administration.

Each interview lasted 2-4 hours allowing enough time to cover all pre-planned topics and letting the interviewees share their views, insights, and stories. The list of questions served as the backbone of the interviews, but it was flexibly applied. In some cases, some questions were irrelevant and were therefore skipped, while in other cases additional questions or explanations were needed to elaborate more on some topics.

Even though the survey was intended to be qualitative, basic data on wild game management and hunting tourism was collected during the interviews. The two interviewers took separate notes of the answers, and an audio recording was made of the discussion on the 'hunting experience' with participant approval and informed consent. To gain trust, the interviewees were promised full anonymity throughout the interviews, the analysis, and the publication process, and we respect their confidentiality rights. This was specifically pointed out if the interviewees raised confidentiality concerns at initial contact. No personal data was permanently stored, and audio records were deleted after transcription.

Topics

The topics of the survey were designed to cover the major aspects of the current state, logic, and drivers of hunting tourism. Open-ended questions were used to allow the interviewees to describe each topic according to what they felt was relevant. More specific questions were also asked to have a better outstanding of the operation of the hunting ground at hand and to gain insights into industry-level processes. Data on wild game management, hunting services, and financial background were collected so that the hunting units can be characterized.

Although all topics included an overview of problematic areas, ongoing changes, and foreseen trends, a separate section was dedicated to making predictions about the industry (see Table 17).

Some factors are usually regarded as having a great influence on hunting tourism potential, but in our survey, responses indicated otherwise, or at least contradicting opinions questioned their potential impacts. Therefore, some of the factors covered by the interview were disregarded in the evaluation. Location and transportation options are such factors that were left out of the evaluations for two reasons. One reason is that there are 5 international airports in Hungary covering the country quite evenly. In addition to that 4 airports in the surrounding countries can be used to reach Hungary with reasonable efforts. The frequency of flights and the range of destinations vary to a great extent among airports; therefore, their proximity cannot be weighted equally. The other reason is that the road system in Hungary is dense enough so that hunting locations can be reached from international airports within 1.5-2 hours. Some of the hunting service providers offer airport transfer as part of their price list, and one respondent indicated that some of their regular guest groups from Scandinavia do use this opportunity and they transport them from an airport in Austria to Hungary.

[8]CEO = Chief Executive Officer, person who is responsible for management of a business entity.

Table 17. The topics of the interview on hunting tourism

Main topic	Subtopic	Questions
Current operation	**Mission**	What is the main objective of the wild game management unit?
		Does your state forest company/hunting clubs have a unique character or distinctive characteristics?
		In the case of hunting clubs: How can the members of the hunting clubs be characterized (age, habitation, level of hunting passion, motivations) and what are their expectations?
	Social environment	What is the relationship with the local population and producers, and how do these relationship influences the operation (game damage, hikers, poaching)?
	Professionals, infrastructure	The number of staff, their qualifications, motivations, fluctuation
		Is recruitment a problem, and if, how young people can be attracted?
		Are there any problems with hunting facilities or infrastructure?
Hunting tourism	**Products**	What hunting opportunities are offered, and which are the most important products and services?
	Commerce	What is the system of making hunting offers, contracting, and receiving guests?
		How early do the guests reserve the hunting opportunities?
		Do you sometimes have a full house?
		How quickly can you sell a sudden opportunity (e.g. cancellation)?
		In what situation a discount is applied and in what form?
		What marketing channels are used to reach new guests?
	Guests	What types of guest hunters can be identified?
		Are there guests coming with a family or a non-hunting partner?
		Do the guests require additional programs?
	'Hunting experience'	What basic (minimum) expectations do guests have?
		What will make the guests satisfied?
		What does the guest need for happiness?
		What special requests do the guests have?
		What causes problems for the guests, what challenges do they encounter, and what kind of fears do they have?
		What are the most common complaints?
		What are the main reasons for the guests to return?
		Is there a satisfaction survey or other feedback option?
		Is a brand name identifiable? Is there a branding?
		Do the relationships between the hunting guests (beginner and experienced, national differences) have any significance?
	Competitors	Do you recognize your competitors?
		Is the competition monitored?
		What do you think about fake stags/bucks? How big of a problem and competition is it?
Hunting by-products		What are the most important by-products (meat, fur, shed antlers)?
		Are live animals sold?
		Is there an organized collection of shed antlers?
Future outlook/potential		What changes can be expected in the guests or demand (target species, hunting habits, hunting in fenced areas)?
		What changes have the past two decades brought to the natural environment, and what effect do these have on wild game management?
		What is the opinion on hunting in hunting enclosures? If there is a hunting enclosure, how does the demand develop?
		What changes can be expected in the number of games, in the composition of wild game species, crop damage, and poaching?
		What effects could climate change have?
		Does your hunting lodge provide competitive advantages, or do they increase the level of service?
		What effect did the COVID restrictions have in 2020 and 2021?
		What effect could the Russian-Ukrainian war and the economic recession have in the next 5 years?

The exclusion of the travel conditions from the evaluation is not meant to state that this factor has no importance. Proximity to Austria especially in case of short visits and less expensive services plays a detectable role, however, in the case of high-end services, an additional hour's drive makes little difference in the hunters' budget and preferences.

The hunting ground infrastructure including hunting facilities, fenced areas, feeding, and drinking equipment, wildlife cameras, off-road vehicles, tractors, etc. are needed to achieve wild game management objectives and are prerequisites for professional hunting services. None of the respondents reported, however, that their infrastructure would be a limiting factor, or that its maintenance or development would be hindered in any way. Special focus was put on the role of hunting lodges. The survey revealed many arguments that support their added value and counterarguments that reveal their weaknesses and the benefits of alternative options. Despite their undeniable attractiveness, hunting lodge capacity was not considered in the evaluation, since respondents mentioned many viable alternatives that are available in most of the country.

Evaluation of hunting grounds

Hunting grounds were evaluated according to the three dimensions described in the previous chapter. Although not all evaluation categories along the evaluation dimensions are delimited, and the evaluation is based on expert opinions, it can be used to compare hunting tourism potential.

The above dimensions represent the major factors that influence hunting tourism potential. Although in theory, they are independent of each other, in practice hunting grounds tend to move along these three dimensions simultaneously. In other words, better natural conditions and the abundance of high-quality trophy animals entail more intensive wild game management and more business-oriented operation. Although this study does not apply a composite index out of these dimensions, first a rough categorization and then an individual evaluation is presented, in the hope to provide more insights about the topic and help better the learning process.

Concerning hunting tourism, the highest level is represented by market leaders that typically state forest companies with excellent natural conditions. Their business model is based on maximizing commercial hunting income by providing high-end services. Their infrastructure is well developed, including hunting lodges of various service levels, maintained hunting facilities, off-road vehicles in good condition, etc. They employ educated professional hunters with high standards in hunting ethics and hospitality. Their services are based on intensive wild game management that focuses on providing market-leading hunting opportunities, including capital trophies and large harvest hunting days. This implies intensive management techniques such as maintaining a dense wild game population, rigorous culling, and many often, establishing fenced hunting areas. Due to their leading position, they gain a reputation that can be used for brand building.

A sub-group within this cluster can be identified that represents hunting grounds with slightly less favorable natural conditions. Since they cannot compete with the largest trophies, they try to find specific market niches. One method for this is developing hunting services of distinctive characteristics, and another option is keeping introduced species, either in open or in fenced areas, typically fallow deer, and mouflon.

Most hunting grounds are managed by hunting clubs. Their primary aim is to hunt on their territories, and therefore, they are not business oriented, and not forced to sell hunting opportunities. They see commercial hunting as an opportunity to help finance their operation. A traditional hunting club is formed by members of various backgrounds. Their passion for hunting, their age, and their abilities, as well as their hunting budget, vary greatly. The survey revealed that usually there is a large share of the members that rarely hunt, and they only take part in a few traditional gatherings e.g. 'new year hunt'. Thus, there is a tendency to keep the membership fees low and sell the prime hunting opportunities. However, since providing hunting services is not their focus, the level of services falls behind that of the market leaders. Their pricing reflects this situation as being less expensive than the market leaders for the same size of trophy and the same level of service.

Their natural conditions scatter in a large spectrum, some of them can provide capital trophies and outstanding hunting opportunities, but most of them work under average conditions. Due to their above-described business model, they rarely apply intensive wild game management techniques, and rarely make long-term investments such as hunting lodges of high standards.

There is a sub-group formed by hunting clubs with better natural conditions and professional management. These hunting grounds show hunting results comparable to that of the market leaders, but a lower price level still applies. These hunting grounds show great potential in hunting tourism, and the survey revealed similar professionalism as at the market leaders.

Table 18. Evaluation results of hunting tourism potential of surveyed hunting grounds

ID	Natural conditions	Hunting ground management	Management objectives	Notes
1	3	3	4	
2	4	4	4	Top scores in all dimensions
3	3	2	4	
4	4	3	4	
5	3	4	4	Intensive management of introduced species
6	3	4	4	
7	3	2	4	
8	3	2	2	
9	2	4	4	From poor to not too bad natural conditions
10	3	4	4	
11	4	2	3	
12	3	2	2	
13	4	2	2	
14	1	3	3	
15	2	2	2	
16	4	2	4	
17	3	2	3	

In the least favorable situation, the hunting grounds are not suitable for deer and wild boar, because the site conditions are poor, especially the precipitation is too low to maintain forest cover. This limiting factor alone leads to a minimalist attitude to hunting tourism. Roe deer might be the leading product in such areas, but only if the trophy quality is above average. Otherwise, small game i.e. pheasant and hare hunts are the only services that can be offered. Hare can also be sold and exported as a live animal, which can generate considerable income, but it is out of the scope of hunting tourism. Hunting grounds in a such situation try to strictly manage costs and utilize all income options. In summary, the hunting tourism potential of such small game hunting grounds is low both in terms of the value of the individual hunting services and their total income. In theory, intensive pheasant management could allow large harvest hunting and could attract a large number of commercial hunters. There are historical examples in Hungary from the early 20th century and the 1960s of record-breaking pheasant hunts reaching 5,000 specimens a day. Despite of this tradition, there seems to be no demand for such hunting opportunities.

The above classification simplifies the diverse picture of the surveyed hunting grounds for a better understanding of the driving forces of hunting tourism. On the hunting ground level, it is in some cases difficult to find the cluster they best fit. It is especially true when large hunting grounds can cover areas of different capabilities, and other features may also affect their operation.

Summary

The results of our survey revealed that hunting tourism is a functioning industry that has long traditions, well-established business processes, and stable financial background. The service providers cover the needs of a wide range of commercial hunters from high-end to lower-budget clients.

Providing hunting services requires more than just marketable hunting opportunities. The hunting units need to develop and maintain specific capacities, such as competent guides, functioning infrastructure, such as stalking trails, high-seats, accommodation, etc., and a good atmosphere that makes the whole hunting trip pleasurable. Occasional hunting opportunities are harder to sell on market price and usually imply the assistance of a hunting agency.

Hunting grounds offer hunting services according to their natural conditions and business objectives. Hunting services are one of their major income sources, but it depends on the type of management organization to what extent hunting opportunities are put on sale. In general, trophies of a higher value are likely to be sold, and they are the most important contributors to financing wild game management.

CASE STUDY IV – ESTIMATING (DOMESTIC) TOURISM POTENTIAL OF FOREST GROUSE HUNTING AREAS IN FINLAND

[9]Matilainen, A., Jumppanen, A., Hakala, O., Kujala, S., & Kurki, S.

Hunting and hunting tourism in Finland

Hunting has a long tradition in Finland. For centuries hunting brought meat to the table and the fur trade flourished. Today hunting in Finland is most of all a leisure activity instead of a business opportunity or income.

On average 6–8% of all Finns are hunters; about 308,000 Finns have a hunting card. The most valued game species are moose (*Alces alces*), grouse species (*Lyrurus tetrix, Tetrao urogallus, Lagopus lagopus, Tetrastes bonasia*), and mountain hare (*Lepus timidus*). The white-tailed deer (*Odocoileus virginianus*) that was introduced from the United States to Finland in the 1930s and roe deer (*Capreolus capreolus*) are of rising importance, especially in the southern and western parts of the country. Hunting in Finland is mainly based on wild populations.

Recreational hunting in Finland takes place on state land and private land. There are approximately 5,000 hunting clubs in Finland. Landowners have typically leased the hunting rights for the clubs for nominal compensation.

Characteristics of the "Nordic hunting culture"

In the Nordic hunting culture, hunting is based more on the experience than bag amounts. Opportunities are equal for all regardless their social status, income or even landownership. The social aspect of hunting is very important. Hunting is strongly socially embedded. Hunters themselves highlight game management and prevention of damages caused by oversized game populations rather than shooting itself as the main reasons for hunting (Liukkonen et al., 2007; Petäjistö et al., 2004; Valkeajärvi et al., 2004; Watts et al., 2017) Trophy hunting is of minor importance to majority of Finnish hunters. Nevertheless, to the Finnish and foreign clients of hunting tourism companies, trophies are important (Pohja-Mykrä et al., 2018).

Hunting on private land

When hunting small game on private land, a hunter needs a valid hunting permit, gun license, and a membership of the club/permit from the club to hunt in their hunting grounds. Game authorities stipulate the hunting seasons. For large game hunting (moose being the most important game animal) a hunter needs a valid hunting permit, gun license, passed shooting exam, club membership, and membership in a moose hunting party. Game authorities distribute the permit quota for each species and stipulate the hunting seasons, and clubs apply for permits.

Landownership and hunting go often hand in hand as 40% of Finnish hunters are also landowners. Landowning or residence close to hunting grounds can be required to access a hunting club. The average size of forest ownership is 30 hectares – for a moose hunting permit 1,000 hectares of hunting ground is required. The number of rural hunters and landowners is decreasing as the population urbanizes.

[9]See *List of contributors*

Hunting on public land

Hunting on state-owned or public land differs from hunting on private lands. On state land in the northern regions of Lapland and Kainuu and the municipalities of Kuusamo, Pudasjärvi, Taivalkoski, and Vaalathe locals have free hunting rights. Small game permits are sold to non-local hunters via joint selling points on the "first served" principle. Moose hunting on state land is allocated primarily to those who do not have any other moose hunting possibilities. The prices are relatively low.

Hunting tourists in Finland

Hunting tourism is mostly domestic in Finland. For instance, in 2007 less than 2,000 foreigners hunted in Finland. Ten years later a national survey of hunting tourism companies revealed that more than 90% of their customers came from Finland. (Pohja-Mykrä et al., 2018.)

There are two main types of hunting tourists in Finland:

- Independent hunting tourists - so-called permit hunters.
- Hunting tourists organizing their trip via a company, a sales agent, or a local hunting club.

Of these, permit hunters are more numerous. Annually there are for instance 35,000–38,000 hunters who buy a permit for small game hunting on state land. These hunters, however, often use other tourist services such as food and accommodation and other services. They also buy souvenirs and gasoline. In 2013, a typical independent grouse hunter on state land spent EUR 81 per day. In 2014, permit hunters brought EUR 24.2 million to the regional economy of the state hunting grounds (Pohja-Mykrä et al., 2018; Zimoch et al., 2014.)

Hunting tourism companies

In 2018, there were 226 privately owned hunting tourism companies in Finland and the annual average turnovers of the companies had been on the rise (Pohja-Mykrä et al., 2018).

There are three types of hunting tourism companies in Finland.

1. Estate model

   Hunting estates are mostly located in the south and west of the country. They are specialized in hunting tourism and have high output on game management. Services are professionally marketed and sold to high-end clientele. Around 7% of hunting tourism companies follow the estate model in Finland.

   In 2018, the average turnover for companies following this business model was EUR 172,875 (median EUR 175,000). On average, these companies employed 2.8 person-years of which 1.8 were permanent staff for hunting tourism. In addition, seasonal workers did 2.4 person-years for hunting tourism. Most important client groups were companies and communities.

   Companies of the estate model arrange hunts in Central European and English styles (e.g. pheasant shoots), but also hunting in Finnish style is possible. High-end catering and accommodation services are an important part of their hunting products.

2. " Traditional" hunting tourism company

   Traditional hunting tourism companies are less specialized than those following the estate model. Services are being marketed, but hunting is just one part of the nature-based tourism services that these companies offer, and the rest of the services are also often related to other forms of wilderness tourism such as fishing, kayaking, or rock climbing.

The yearly turnover of traditional companies in 2018 was EUR 282,471 (median EUR 70,000), including all services of the companies. Nevertheless, the average turnover for hunting tourism was just EUR 32,033 (median EUR 19,000). The average person-years in traditional companies were 2.1 and for hunting services 1.2 for the permanent staff and 2.3 for seasonal workers in 2018.

For hunters, these companies offer guiding and other services such as game handling, typically in cooperation with hunting clubs. Hunts are mostly based on wild populations and follow Finnish hunting traditions. These companies can be further divided into "low added value" and "high added value" types. Game management is more limited than in the estate model. The most important game animals are grouse species, moose, and waterfowl.

3. Hunting clubs

There are 5,000 hunting clubs in Finland. 70% of them sell permits to members' guests and 25–30% sell day permits to outsiders. Marketing is random or non-existent.

There are no exact figures for the yearly turnovers of this company type. For some hunting clubs providing hunting services, tourism activities can have an important economic role in covering clubs' costs.

The services provided vary significantly from a visitor hunting permit worth EUR 5–25 per day to large group hunts of white-tailed deer, moose, or ducks that can cost EUR 3,000–8,000. Nevertheless, high-end hunting products are rare. Most of the companies sell just visitor hunting permits and offer no other services at all. Game management is based on the voluntary work of the members. The most important game animals are moose, grouse species, mountain hares, and waterfowl (Pohja-Mykrä et al., 2018.)

Business potential and challenges

The attitudes towards hunting are relatively positive in Finland and hunting tourism provides business potential, especially in remote rural areas. It takes place during the autumn and winter months and can be seen as an extension of the nature tourism season of summer. The possible ecological potential exists in grouse and hare hunting as well as moose and white-tailed deer hunting. There are also unique hunting methods such as capercaillie hunting with a barking dog such as the Finnish Spitz, which are potentially interesting for domestic and foreign hunters alike.

Hunting tourism companies are typically labor-intensive rural micro companies. The entrepreneur needs high local knowledge. Hunting tourism companies are thus well embedded in rural society. Products are authentic. Hunting tourists get the feel, of how it is like to "live" or hunt like locals. Despite the small size of the companies, multiplier economic effects on the local and regional economy can be significant (Matilainen & Keskinarkaus, 2010).

The ecological sustainability of Finnish hunting tourism is on a solid base and population monitoring is taken good care of (Newey et al., 2010). There are also possibilities for an "ecological version" of hunting tourism in Finland. For instance, the hunting of capercaillie and black grouse cocks in January can offer hunters a unique wilderness experience in sub-zero temperatures, without compromising the game stock as catches remain low in these challenging conditions.

The low quantity of game is a challenge in Finland. Bag guarantees cannot be given. There is also a certain amount of competition between recreational and local hunters. Trophy hunting traditions are relatively weak. World-class trophies are hard to find though estate-type of hunting companies pay more attention to this matter in their game management. The product quality and tourism skills of the service providers in Finland vary, which can create a potential reputation risk to Finnish hunting tourism. (Pohja-Mykrä et al., 2018.)

Rural traditions might limit the development of hunting tourism in Finland. Landownership is fragmented and dominantly private. The landowners have typically leased the hunting rights for nominal compensation to the hunting clubs. The culture of commercial hunting is thin and attitudes towards it can be reserved. There is a need to find new ways to allocate some benefits of hunting tourism to the landowners.

The seasonal nature of hunting tourism is challenging for entrepreneurs in the field. Finding commercially viable business opportunities outside of hunting seasons can be challenging, especially for those companies that specialize in hunting tourism.

Hunting tourism is a sensitive sector of nature tourism in Finland and globally, and for instance, its ecological and socio-cultural sustainability might be questioned by the local communities. The effects of climate change on the Finnish game population are under research. Some animals like roe deer and wild boar seem to benefit from shorter winters and their numbers are increasing. The impact of climate change on the boreal forest grouse population is, however, under debate at the moment. Some studies show that (Ludwig et al. 2006; Moss et al., 2001) warming has already harmed grouse. According to some other studies (Sirkiä et al., 2010; Wegge & Rolstad 2017), however, its role remains yet unclear. Further research on this topic is needed in the future.

Forest grouse hunting in Finland

In Finland, Metsähallitus[10] manages the state-owned hunting grounds. Wildlife Service Finland is a unit within Metsähallitus selling hunting permits along with supervising hunting and wilderness. The public lands are mostly located in northern and eastern Finland (see Figure 19). Small game hunting areas of different sizes are accessible to hunters with valid hunting permits issued by Metsähallitus. There are nearly 120 small game hunting areas, and they can be allocated to six wider regions (see Figure 20). The landscapes of the hunting areas vary greatly from the alpine landscapes of northern Lapland to coniferous forests in the south. The majority of the hunting grounds are located in multiple-use forests where forestry management activities can take place during the hunting season. In some parts of certain hunting areas, there are also restrictions to hunting due to protected area status.

The ecological sustainability of small game hunting as well as its supervision is guaranteed by Metsähallitus. Hunting is adjusted to changes in game stocks. The revenue from hunting permit sales is used for the benefit of game populations and their habitats. For instance, peatland restorations are important means for improving the habitats of willow grouse and bean goose (*Anser fabalis*). (Metsähallitus, 2022b.). Small game hunting permit for grouse species (black grouse, hazel grouse, capercaillie, and willow grouse) is the most popular permit product of Wildlife Service Finland. In 2021, Wildlife Service Finland sold grouse hunting permits for nearly 150,000 days.

The basic timeline of the hunting season is from 10th September to 10th December. The length of the grouse season varies in different parts of the country according to grouse stock. For instance, in southern Finland, willow grouse hunting is forbidden as the stocks are too low, and there are also separate rules for winter hunting of black grouse, capercaillie, and willow grouse (January – March).

Permit pricing is moderate: a one-day grouse permit costs EUR 17 for an adult hunter and EUR 10 for a young person under 18 years of age. Metsähallitus also rents cabins nearby or within the hunting grounds.

[10] A state-owned enterprise that produces environmental services to various customers from private individuals to large companies.

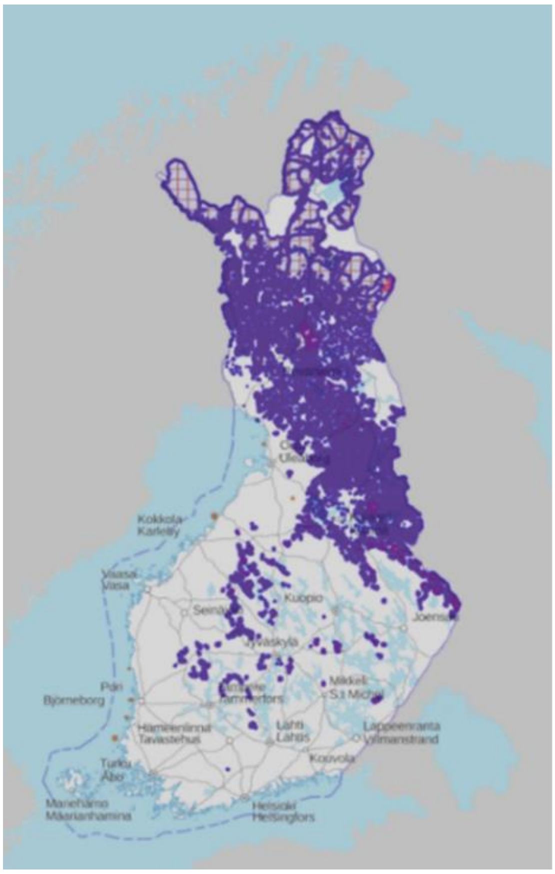


Figure 19. State-owned small game hunting areas in Finland. In the map, these areas are highlighted with purple. Source: Metsähallitus (2022a).

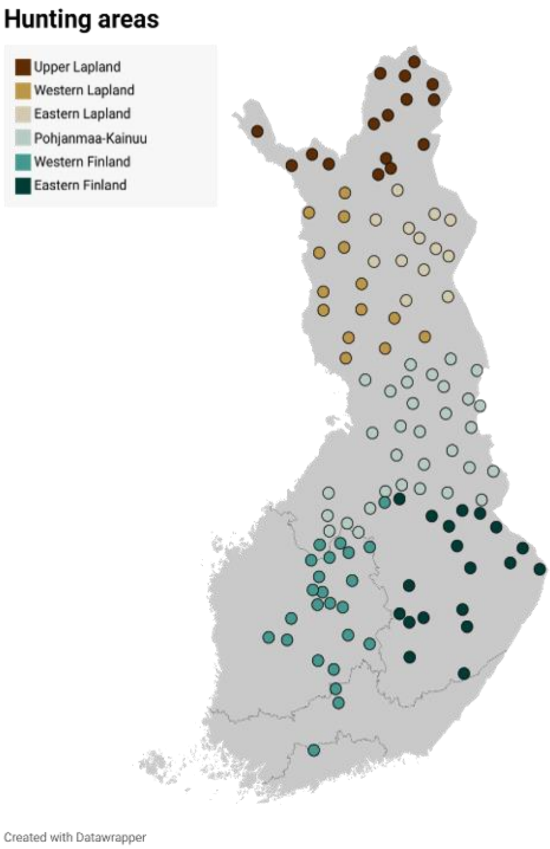


Figure 20. Separate small game hunting areas allocated into wider regional categories. Data source: Metsähallitus (2022a).

Research question

This study aims to reveal the Finnish state-owned small game hunting areas with high potential to increase hunting tourist flows. Some hunting grounds are very popular year after year, even if the game stocks are relatively low. At the same time, other areas can remain unpopular even though the forest grouse stocks are good or even excellent. Interestingly, some of these unpopular areas are located nearby the most popular hunting grounds.

This study, therefore, sets out to examine the factors that affect the demand for hunting permits in each hunting area and identify areas where these factors would allow larger hunting tourist numbers. The factors were selected following the categorization presented in the introduction of this guidebook, namely:

- attractiveness expressed here as the forest grouse population density in each area,
- accessibility expressed as the ease of terrain using forest type as an indicator, and
- facilities and services expressed as the availability of accommodation.

Materials and methods

The study integrates several data sources to gain a wide understanding of the hunting tourism potential of Finnish small game hunting areas. Both quantitative and qualitative methods were employed in this investigation.

Quantitative analysis

The first part of the study focused on destination attractiveness and accessibility. The data describing the areas were gathered from Metsähallitus (2022b). Traditional linear regression modeling was utilized to identify the areas where observed forest grouse population density and forest type do not correspond to the predicted values estimated with the model. In such areas, some other factors explain the difference and by influencing these factors the permit demand could rise.

The dependent variable is the share of unsold permits expressed as an average in the years 2015–2021 for 118 small game hunting areas.

The independent variable related to attractiveness describes the forest grouse population density in each area as the number of willow grouse, hazel grouse, western capercaillies and black grouse per km^2 expressed as an average in 2015–2021 for each area[11].

The independent variable related to accessibility describes the forest type in each area. Forest type affects how easy the terrain is. Each area comprises young stands and young forests, old-growth forests, and forest land of low productivity. The data (Metsähallitus, 2022b) reveal the shares of these three forest types within each area. The shares sum up to 100%, which implies that the indicator values are not independent of each other. Therefore, it was necessary to select only one of them as a variable in the regression model. The correlation between forest types and the share of unsold permits is strongest for the share of young stands and forests, which is therefore selected for modeling.

Qualitative analysis

The second part of the study concentrated on facilities and services provided for tourists. The availability of accommodation is a key factor when tourists choose hunting areas. Therefore, the statistics on accommodation establishment capacity by the municipality in 2022 (OSF, 2022) were investigated to identify areas that can accommodate new tourists with existing infrastructure. Hunting tourists usually accommodate in their own or rented cottages (Zimoch et al. 2014). Therefore, another accommodation data source is Lomarengas (2022), a Finnish cottage broker. The data retrieved from their brokering service includes the number of cottages offered in municipalities where the studied hunting areas locate. Based on the accommodation data, the set of potential hunting areas identified in the quantitative analysis could be further reduced.

Unfortunately, the data on accommodation is limited and it is provided only at the municipality level. Some municipalities are rather large and the level of accommodation services can significantly vary within a municipality. As the data do not reveal the availability of accommodation close to specific hunting areas, the results on accommodation need to be interpreted with caution.

[11] Details on population density were not provided for one area.

Results

Quantitative analysis

Descriptive statistics

The small game hunting areas differ regarding their attractiveness as a hunting destination, which is reflected in the demand for hunting permits. In some areas, all the permits are sold, while in other areas over half of the permits are unsold. The share of unsold permits varies between 0 and 85 percent of the total amount of issued permits. As Figure 21 reveals, all six wider regions contain areas that sell well but also areas where a high share of issued permits remain unsold. The share of unsold permits is low in Upper Lapland (8%) and Pohjanmaa-Kainuu (12%). The share is highest in Western Finland (48%). The equivalent shares are 26% in Western Lapland, 34% in Eastern Lapland, and 37% in Eastern Finland. The shares of unsold permits are also presented in Figure 22, which highlights the clusters of high and low-demand areas.

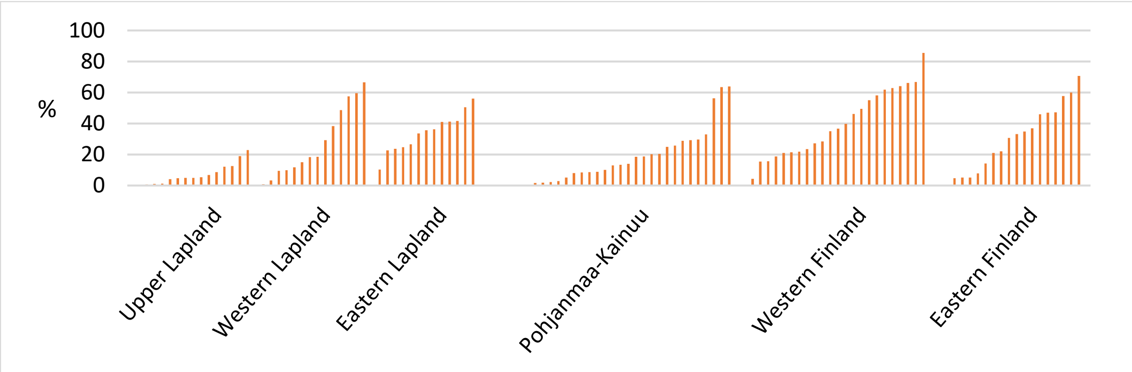


Figure 21. The share of unsold permits in Finnish small game hunting areas categorized by the wider region, average in 2015–2021.

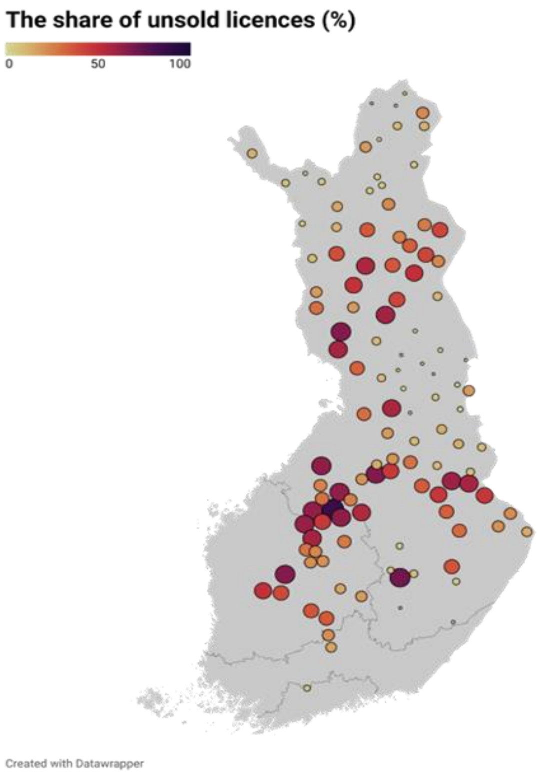


Figure 22. The share of unsold permits in Finnish small game hunting areas, average in 2015–2021.

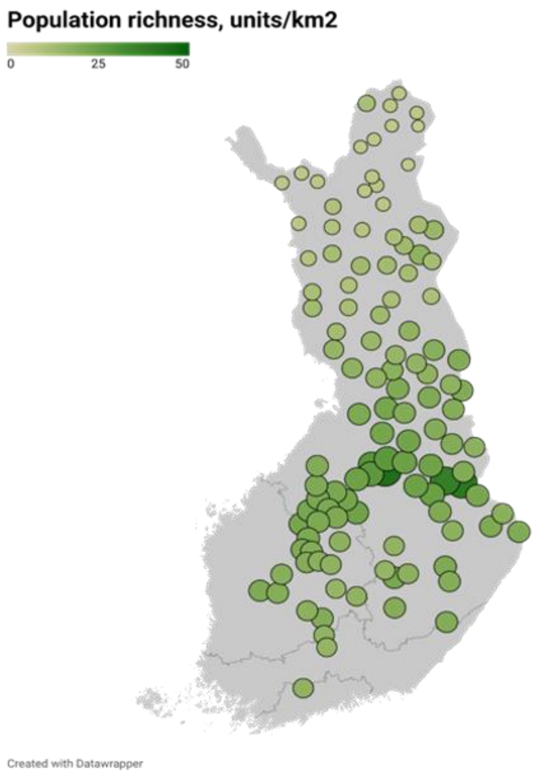


Figure 23. Grouse population density, individuals per km^2, average in 2015–2021.

The small game hunting areas also differ in relation to the species densities. As Figure 23 illustrates, the numbers of grouse individuals per square kilometer are lower in the north. Willow grouse (*Lagopus lagopus*) population locates mainly in Upper Lapland, while hazel grouse and black grouse are more common in Western and Eastern Finland (see Figure 24).

The spatial difference also exists concerning the forest type, which affects the ease of terrain. Older forests can be regarded as easier and younger forests as more difficult terrain. In addition, hunters can prefer older forests for their landscape; landscapes in recently felled forests can be regarded as unpleasant. The share of young stands and forests in the selected hunting areas varies between 10% and 54% and the average share is 26%. The variation between areas is illustrated in Figure 25.

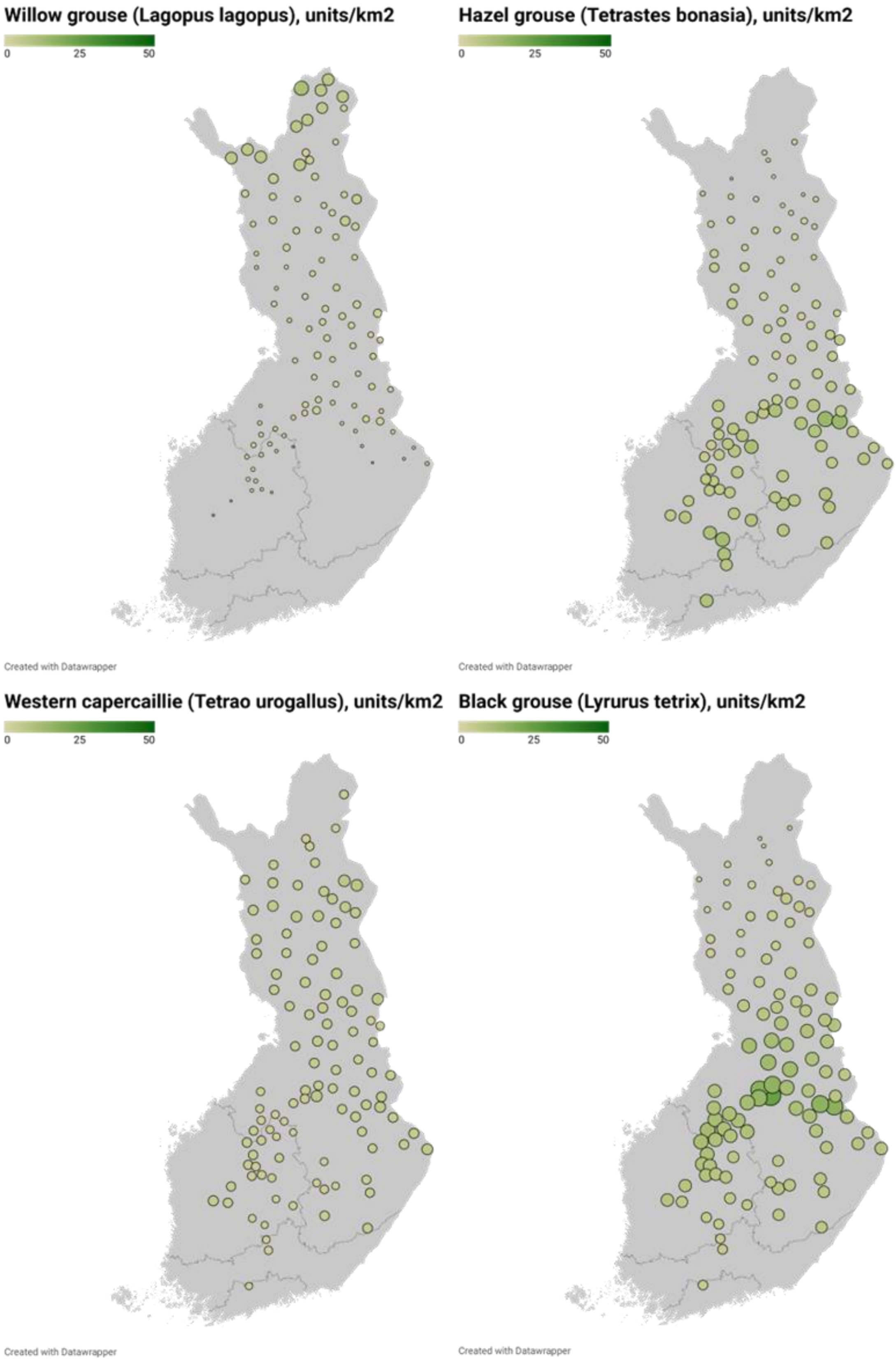


Figure 24. Population density of the four grouse species, individuals per km^2, average in 2015–2021.

Regression modeling

The impact of population density and forest type on the share of unsold permits was estimated with regression modeling. The results from a model with all areas were not statistically significant. Therefore, the estimation was performed only for areas in Western Lapland, Eastern Lapland, and Pohjanmaa-Kainuu. In Upper Lapland, the shares of unsold permits are relatively low (see Figure 21). Upper Lapland differs from other regions because hunting there focuses on willow grouse which has smaller populations in other Finnish areas (see Figure 24). The regression modeling results suggest that other factors explain better the permit demand in Western and Eastern Finland.

The remaining 59 small game hunting areas formed the basis for the analysis[12]. In 2020, these areas covered 2/3 of the issued permits and sold permits, and about 70% of the unsold permits were allocated to these areas. The share of unsold permits is lower in Pohjanmaa-Kainuu and Western Lapland than in Eastern Lapland. Nearly half of the permits issued for these three regions are allocated to Eastern Lapland.

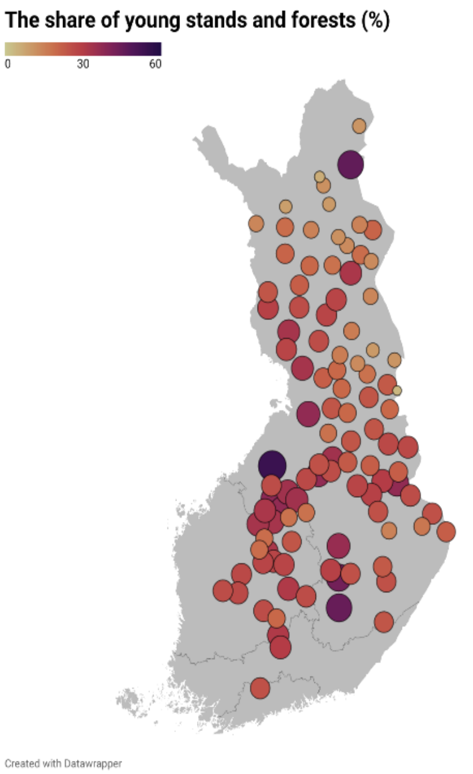


Figure 25. The share of young stands and forests in small game hunting areas

The regression modeling results are presented in Table 26. The coefficient for population density was negative, implying that an increase in population density affects positively permit demand. The coefficient for forest type was positive confirming the prior expectation: young stands and forests can be difficult terrain and therefore not as attractive for tourists. Based on the estimates, the predicted values for the share of unsold permits varied between -5 and 60, the mean being 23.

Table 26. Results from the regression modeling.

Predictors	Estimates	Confidence Interval	p
(Intercept)	17.543	1.342 – 33.745	0.034
Population density	-1.446	-2.346 – -0.547	0.002
Forest type	1.315	0.799 – 1.830	<0.001
N	58		
R^2	0.323		

In 26 hunting areas, the model predicted better permit demand than was observed. They were regarded as low-demand areas. These areas were selected for closer examination in the next phase of this study. By contrast, the model predicted worse permit demand than was observed for 32 high-demand areas. Low and high-demand areas are presented in Figure 27. As the Figure shows, each of the three studied wider regions include hunting areas considered potential regarding attractiveness and accessibility.

[12]Forest type was not indicated for one of these regions.

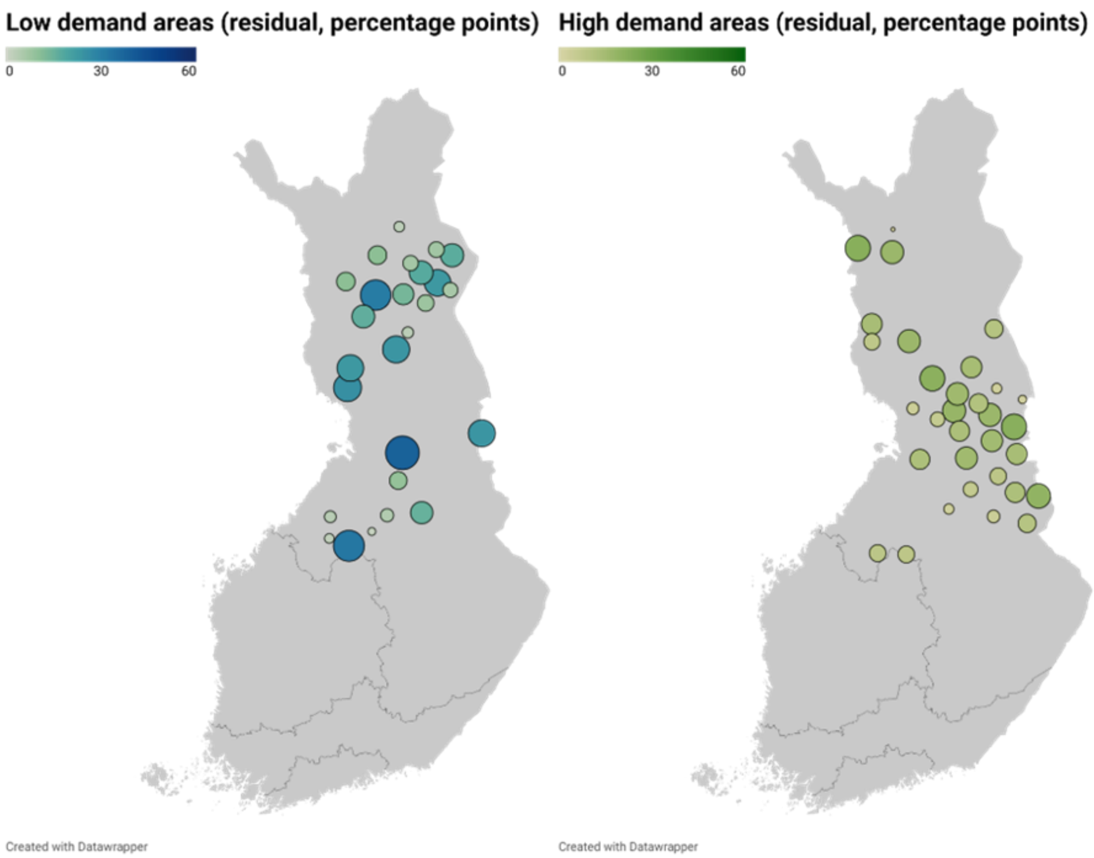


Figure 27. Low and high-demand hunting areas.

Naturally, the selected low-demand areas are the main areas that have the highest shares of unsold permits. Nevertheless, a further investigation of the results supports utilizing regression modeling to select the areas of interest instead of simply concentrating on the areas with the highest shares of unsold permits. Firstly, population density and forest type may explain well why permit demand is low in an area. In this analysis, some areas exemplify this possibility: the share of unsold permits is rather high there (~30%), but since the predicted value is also high (~40%) these areas are not examined in the next phase. Secondly, as there is no clear rule on how to categorize areas either as high or low-demand areas, the modeling results provide one solution option. In this study, the share of unsold permits is less than 13% in high-demand areas and greater than 33% in low-demand areas. The areas with shares between 13% and 33% are categorized according to the residual values (i.e. the difference between observed and predicted values).

Qualitative analysis

The analysis of accommodation establishment capacity revealed that capacity is low in some municipalities where otherwise potential hunting areas locate (see Table 28). For example, four areas located in Savukoski municipality are identified potential based on destination attractiveness and accessibility. Nevertheless, the number of offered cottages is only nine and according to statistics, there are 165 bed-places. These four areas were hence not classified as potential.

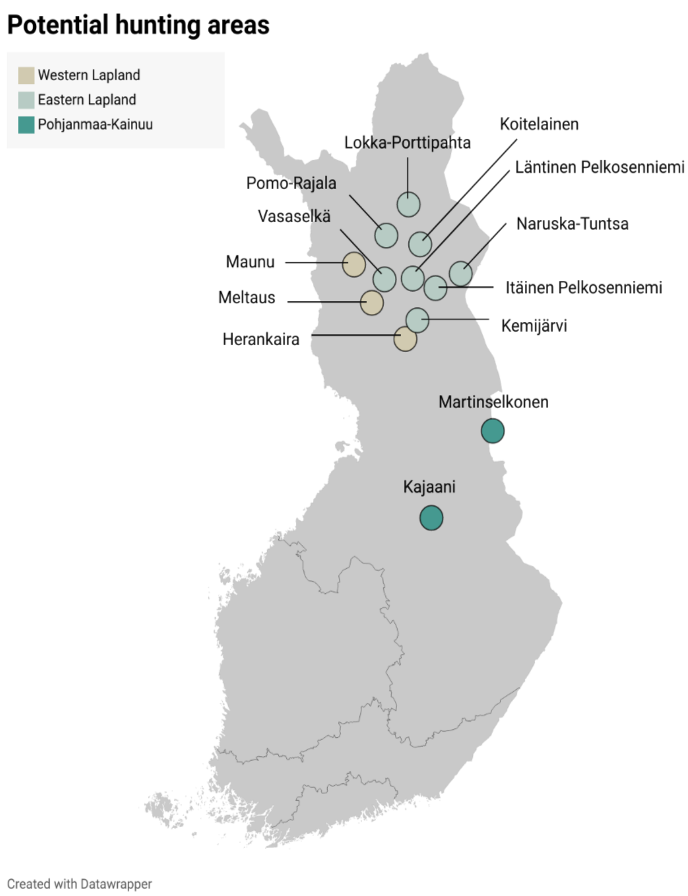


Figure 29. Potential Finnish state-owned small game hunting areas.

In Table 28, the most potential hunting areas are highlighted with bolded text. In these 13 areas, new hunting tourists could be accommodated in existing facilities. The locations of these hunting areas are presented in Figure 29. As the map presents, the identified potential areas locate mainly (in eight areas) in Eastern Lapland. Three areas locate in Western Lapland and two in Pohjanmaa-Kainuu.

Table 28. Accommodation establishment capacity in selected hunting areas in 2022.

Hunting area (municipality where area locates[13])	Lomarengas	Statistics Finland[14]
Maunu (Kittilä)	**646**	**4,207**
Meltaus (Rovaniemi)	**55**	**4,685**
Herankaira (Rovaniemi)	**55**	**4,685**
Tervola	6	na[15]
Keminmaa-Simo	**3**	**173**
Kemijärvi	**163**	**572**
Vasaselkä (Sodankylä)	62	2,500
Sorvorta (Savukoski)	9	165
Tulppio (Savukoski)	9	165
Vintilä (Savukoski)	9	165
Kemi-Kuro (Savukoski)	9	165
Naruska-Tuntsa (Salla)	**49**	**1,415**
Itäinen Pelkosenniemi	**148**	**1,334**
Läntinen Pelkosenniemi	**148**	**1,334**
Lokka-Porttipahta (Sodankylä)	**62**	**2,500**
Koitelainen (Sodankylä)	**62**	**2,500**
Pomo-Rajala (Sodankylä)	**62**	**2,500**
Martinselkonen (Suomussalmi)	**142**	**486**
Kajaani	**197**	**856**
Vaala	9	234
Utajärvi	2	448
Pyhäntä	5	na
Riikinhovi (Pyhäjärvi, Kärsämäki)	24	128
Isokangas (Ylivieska, Oulainen, Haapavesi, Sievi)	16	na
Sievi	10	na
Haapajärvi-Reisjärvi	29	na

Conclusions

The study aimed to identify the potential Finnish state-owned small game hunting areas where hunting tourist flow could increase. The study employed regression modeling and data on forest grouse population densities and forest type along with qualitative analysis of accommodation data. As a result, 13 potential hunting areas were identified. In those areas, grouse population, terrain, and accommodation facilities could allow an increase in hunting tourist numbers.

[13] If hunting area is named after surrounding municipality, municipality name is not provided in brackets.

[14] The statistics on accommodation establishment capacity (OSF, 2022) include preliminary data for year 2022.

[15] The capacity figures are not published for municipalities where the number of service providers is low.

The analysis could be continued by interviewing focus groups consisting of tourism experts who know local possibilities along with active hunting tourists who could share their insights on factors that affect their destination choices. Examples of possible factors include the fragmentation of hunting areas, road conditions, the suitability of accommodation facilities for hunting tourists, and the availability of other services.

The analysis could be widened to also cover Western and Eastern Finland. If the analysis employs regression modeling, new independent variables need to be identified. In addition, the analysis could recognize the differences between hunter profiles. Another interesting question is how marketing efforts by Metsähallitus and media attention on specific hunting areas affect permit demand.

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APPENDIX A: THE EXTENDED SUMMARY AND CASE STUDY OF ESTIMATING HUNTING TOURISM POTENTIALS IN ENGLISH LANGUAGE

Extended summary

This guidebook represents an educational material for teaching in the field of hunting tourism. The main goal of this guidebook is to present methodological possibilities for the evaluation of hunting tourism potential in different countries.

Hunting tourism is a part of hunting management and is consisted of the trip and activities of hunters whose primary motive is hunting. Hunting tourism activities and their success is conditioned by the existence of sufficient game fund. Wild game is the basic natural resource that dictates the development of hunting tourism, and therefore is the basic motivator of hunting and tourist activities. Thus, hunting tourism presents a specific form of tourism, where natural resources are consumed unlike most other forms of tourism. As such hunting tourism is classified as a consumptive activity within the wildlife tourism. It implies the exploitation and destruction and direct sale of its primary natural resource.

The main attractiveness of a hunting ground, as a tourist destination, is one or more species of game with appropriate quantitative and qualitative characteristics relevant to the organization of tourist hunting. The significant attractiveness of hunting grounds is, also, suitable hunting areas with their recreational and aesthetic potentials. The attractiveness of hunting areas is complemented by the necessary hunting facilities. An important segment of every hunting tourist destination is appropriate facilities for accommodation and other services in the hunting ground. These include comfortable hunting lodges, dog kennels for hunting dogs, facilities for sports and recreation, and entertainment activities. Accessibility is, also, an important segment of a hunting tourist destination.

Evaluating the hunting tourism potential

Tourist valorization as a qualitative and quantitative assessment of the tourist value is a significant stage in tourism planning, and at the same time very complex, especially in the part relating to the evaluation of both the motive and the constituent elements of tourism potential. Tourism valorization is not only an adequate method for the evaluation of the tourist attractiveness of the site but also an important starting point for tourism development plans of any destination.

Unlike other tourist values which are well researched, there is unsufficient methodological research on the valorization of hunting tourist destinations. Hunting tourist valorization should include evaluation of all important resources or values on a micro (hunting grounds), meso (hunting areas), and macro plan (total hunting tourist areas of the country). When evaluating hunting tourist destinations, it is necessary to assess: accessibility, natural characteristics, human resources, and facilities.

The case studies presented in this book were elaborated in different countries: Czech Republic, Finland, Hungary and Serbia. Strong similarities and large differences can be identified among these countries from the view point of natural conditions, geographical locations, hunting traditions etc. Czechia and Serbia applied very similar methods providing an example of how an evaluation methodology can be adapted to national specialites especially to data availability and accessibility. In both countries regions and hunting grounds respectively were analyzed based on large datasets collected from various sources and evaluated according to a pre-defined scoring method. Hungary and Finland on the other hand chose different pathways. Although in Hungary hunting tourism sector shows the same characteristics as in Czechia and Serbia, due to the different interpretation of ‘hunting tourism potential’ the presented method relies more on a qualitative analysis and less on quantitative data. Finland’s case addresses a very specific problem of why certain hunting tourism opportunities are not used to the full potential, and the analysis is based on statistical methods.

Evaluating the potential of tourism is an important part of its subsequent development. In the case of hunting tourism, the assessment is all the more complicated, as it is a very specific form of tourism with different clientele and their requirements. Nevertheless, within the framework of the presented publication, case studies were created that present various possibilities for evaluating potential. The evaluation of the potential based on the set factors appears to be the most appropriate, as there is a clearly methodologically described evaluation of the factors and their quantification, which is then easily comparable. A problem can arise during data collection, because according to the proposed methodology, the data will not be available and the original model will need to be modified, which can lead to errors and deviations. Last but not least, it also depends on the evaluated units, their size, the availability of data and the possibilities of their interpretation. In the case of guided in-depth interviews within the evaluated unit, reality is better reflected, however here the results are very subjective and the evaluation depends on the respondent and subsequently also on the person conducting and interpreting the given interview, including subsequent comparison. The combination of qualitative and quantitative research seems to be an option, but it is resource-intensive, both in terms of personnel and especially financial.

Case study 1: Estimating hunting tourism potentials in Vojvodina Region (Serbia)

The aim of the Case study 1 was to set criteria for the evaluation of the hunting tourism potential and to measure the hunting tourism potential of hunting grounds in Vojvodina (Northern Serbia). The proposed methodology is based on the observation, assessment, and evaluation of all elements of the hunting tourism destination. It evaluates natural, material, and human resources to determine the potentially most attractive hunting grounds for the development of hunting tourism.

Elements for evaluations in Case study 1

LOCATION (max. 20 points)					
Traffic connectivity (1-5 points)					
Positioning to emissive areas in the country and abroad (1-4 points)					
Distance from the main state airport or a larger international airport (1-3 points)					
Position compared to other attractive domestic hunting grounds (1-4 points)					
Position compared to other attractive hunting grounds abroad (1-4 points)					
				A. LOCATION	
NATURAL RESOURCES (max. 45 points)	Optimal population density (4 points)	Overpopulation (3 points)	Medium population density (2 points)	Small population density (1 point)	
Red deer					
Wild boar					
Roe deer					
Fallow deer					
Brown hare					
Pheasant					
				AVERAGE POINTS OBTAINED * COEFFICIENT 10	
Number of species available in hunting tourism offer (1-5 points)					
				B. NATURAL RESOURCES	
HUMAN RESOURCES (max. 20 points)					
Managers and hunting guides (up to 3 points)					
Knowledge of one or more foreign languages (up to 2 points)					
Internet presence (up to 2 points)					
Social media presence (up to 1 point)					
Exhibiting at hunting fairs and trophy exhibits (up to 3 points)					
Printed publications (up to 3 points)					
Pricelist – Prices of game compared to domestic hunting grounds (1-3 points)					
Pricelist – Prices of game compared to hunting grounds abroad (1-3 points)					
				C. HUMAN RESOURCES	
ACCOMMODATION AND TOURISM INFRASTRUCTURE (SERVICES) (max. 15 points)					
Accommodation facilities (up to 6 points)					
Location of accommodation (up to 2 points)					
The appropriate number of hunting stands (2 points)					
Polygon for small game hunting (1 point)					
Polygon for wild boar hunting (1 point)					
Renting a horse carriage (1 point)					
Renting hunting weapons (1 point)					
Renting hunting dogs (1 point)					
				D. ACCOMMODATION AND TOURISM INFRASTRUCTURE	
				TOTAL ESTIMATE OF HUNTING GROUND (A+B+C+D)	

According to total number of points, evaluated hunting destination are categorized as: one hunting destination of international tourist significance which is 2.6% of all observed hunting grounds; 13 of national tourist significance which is 33.3% of all observed hunting grounds; 20 of regional tourist significance which is 51.3% of all observed hunting grounds and 5 of local tourist significance which is 12.8% of all observed hunting grounds. The results showed that the hunting grounds in the northeast of Vojvodina are very similarly positioned according to points. This indicates that these hunting grounds can cooperate to enter the market together and form a unified hunting tourism product. And at the national level, they can be separated as a separate sub-region, and promotional activities can be specially adapted to these hunting grounds.

A methodology is based on the assessment of natural resources, with an emphasis on the number of species in the hunting tourism offer and population size of these species. Namely, when a hunting ground has a larger number of game animals, it can more easily adapt its hunting tourism product and create it following the conditions during the year (weather conditions, complementary tourist offers in the surrounding area, etc.). Relying only on one type of game can present a potential risk for business and management of the hunting ground, which comes to the fore in unforeseen conditions (natural disasters, game diseases, pandemics, terrorism, etc.). Therefore, according to this methodology, hunting grounds that have a larger number of quality game have potentially bigger possibilities for the development of hunting tourism. The results singled out those hunting grounds where hunting tourism activities can be carried out during most of the year, which extends the tourist season in certain areas and has a greater economic effect on the local community, especially in rural areas where hunting tourism activities are carried out.

The proposed methodology can be adapted to the assessment from the aspect of only one species of game. Namely, all elements in the methodology can be evaluated as proposed, except for the element of natural resources, where only the population density or abundance of one species of game (e.g. deer) would be evaluated. In this way, at the end of the evaluation, the potentially most attractive hunting grounds for the development of hunting tourism, that is, for the implementation of tourist hunting for a certain type of game (e.g. deer) in a certain area, would be obtained.

Case study 2: Estimating hunting tourism potentials in Czech Republic

The aim of Case study 2 was to measure the hunting tourism potential of hunting areas in two regions– Central Bohemian Region and South Bohemian Region. Criteria for the hunting tourism evaluation were set according to Serbian case. Some indicators were modified according to local conditions and possibilities to obtain data. International, national, regional, and local importance were considered as result. The basic of proposed methodology is presented in following table.

Elements for evaluations in Case study 2

LOCATION (max. 20 points)					
Traffic connectivity (1 - 4 points)					
Distance from the main state airport or a larger international airport (1 - 3 points)					
Number of hunting licenses issued to foreign hunters (1 - 5 points)					
Rural typology (1 - 4 points)					
The density of municipalities (1 - 4 points)					
A. LOCATION					
NATURAL RESOURCES (max. 45 points)	Optimal population density (4 points)	Overpopulation (3 points)	Medium population density (2 points)	Small population density (1 point)	
Red deer					
Sika deer					
Wild boar					
Roe deer					
Fallow deer					
Moufflon					
AVERAGE POINTS OBTAINED * COEFFICIENT 10					
Number of species available in hunting tourism offer (1 - 5 points)					
B. NATURAL RESOURCES					
OFFER OF HUNT AND PROMOTION (max. 20 points)					
Managing of hunting area (1 - 3 points)					
Internet presence (up to 4 points)					
Social media presence (up to 2 points)					
Exhibiting at hunting fairs and trophy exhibits (up to 3 points)					
Offer of the hunt (up to 4 points)					
Pricelist (up to 4 points)					
C. OFFER OF HUNT AND PROMOTION					
ACCOMMODATION (max. 15 points)					
Number of accommodation possibilities per km^2 (1 - 6 points)					
Location of accommodation (1 - 2 points)					
Number of rooms (1 - 4 points)					
Category of accommodation (1 - 3 points)					
D. ACCOMMODATION					
TOTAL ESTIMATE OF HUNTING AREA (A+B+C+D)					

According to total number of points, evaluated hunting destination are categorized as: **one** hunting destination of international tourist significance which groups 43 hunting grounds of which 31 % are managed by Czech State Forest; **15** of national tourist significance; **22** of regional tourist significance and **5** of local tourist significance.

The proposed methodology aimed to include all factors related to the development of hunting tourism. In addition to the optimal number of healthy and high-quality game, it is also necessary to develop the tourist infrastructure, which includes not only transport accessibility, but also accommodation and catering services. In connection with hunting, it is possible to further develop related services such as the preparation of hunted game or other leisure activities. Due to the low offer of fee-based hunting in the Czech Republic, which today is mainly made up of state-owned enterprises, there is a huge potential for development, especially for private hunting grounds and hunting clubs. Due to the excessive numbers of hoofed game, declining number of Czech holders of hunting licenses, it is necessary to work especially on the promotion of paid hunts abroad, as traveling for hunting is increasingly popular among European hunters.

The mentioned methodology is an initial assessment of hunting tourism in the Czech Republic. For a more accurate evaluation, it would be more appropriate to perform the evaluation directly on the hunting grounds itself. Due to the fact that average values had to be considered for a larger area in many cases, the total points achieved decreased. Clearly, the most points were achieved by state hunting grounds, where the increased demand for hunts from abroad was also shown.

Case study 3: Estimating hunting tourism potentials in Hungary

The aim of Case study 3 was to present an evaluation method that represents the hunting tourism utilization level of hunting grounds. Tourism utilization can be measured by the income from hunting tourism per unit of hunting area. More importantly, this analysis is intended to provide insights to the motivations, practicalities, and key success factors of hunting tourism. To do so, hunting tourism potential was examined according to three separate criteria: natural conditions, intensity of wild game management and business objectives.

Elements for evaluations in Case study 2

	Natural conditions
1	Dry flatlands for the small game only
2	Flatlands of mixed vegetation with moderate natural conditions for wild ungulates
3	Hilly or mountain region with average natural conditions for wild ungulates
4	Flood plains or hilly regions with outstanding natural conditions for wild ungulates
	The intensity of wild game management
1	Moderate improvement of living conditions
2	Considerably increased population density and quality,
3	Application of distinctive forms of hunting
4	Application of intensive game management techniques
	Business objectives
1	No hunting services provided
2	Hunting grounds use the opportunity to sell hunting services to cover their costs
3	Semi-business-oriented service providers; management separates from hunters
4	Business-oriented service providers

From hunting tourism aspect, the highest level is represented by **market leaders** that are typically state forest companies with excellent natural conditions. Their business model is based on maximizing commercial hunting income by providing high-end services. Their infrastructure is well developed, including hunting lodges of various service levels, maintained hunting facilities, off-road vehicles in good condition etc. They employ educated professional hunters with high standards in hunting ethics and hospitality. Their services are based on an intensive wild game management that focuses on providing market-leading hunting opportunities, including capital trophies and large harvest hunting days. This implies intensive management techniques such as maintaining dense wild game population, rigorous culling, and many often, establishing fenced hunting areas. Due to their leading position, they gain reputation that can be used for brand building. A sub-group within this cluster can be identified that represent hunting grounds with slightly less favourable natural conditions. Since they cannot compete with the largest trophies, they try to find specific market niches.

Most hunting grounds are managed by **hunting associations**. Their primary aim is to hunt on their territories, and therefore, they are not business oriented, and not forced to sell hunting opportunities. They see commercial hunting as an **opportunity** to help finance their operation. A traditional hunting association is formed by members of various backgrounds. Their passion for hunting, their age, and abilities, as well as their hunting budget varies greatly. Since providing hunting services is not in their focus, the level of services falls behind that of the market leaders. Their pricing reflects this situation as being less expensive than the market leaders for the same size of trophy and the same level of service. Their natural conditions scatter in large spectrum, some of them can provide capital trophies and outstanding hunting opportunities, but most of them work under average conditions. They rarely apply intensive wild game management techniques, and rarely make long-term investments such as hunting lodges of high standards. There is a sub-group formed by hunting associations with better natural conditions, and a professional management. These hunting grounds show hunting results comparable to that of the market leaders, but lower price level still applies. These hunting grounds show great potential in hunting tourism, and the survey revealed similar professionalism as at the market leaders.

In the least favourable situation, the hunting grounds are not suitable for deer and wild boar, because the site conditions are poor, especially the precipitation is too low to maintain forest cover. This limiting factor alone leads to a **minimalist** attitude to hunting tourism. Roe deer might be the leading product in such areas, but only if the trophy quality is above average. Otherwise, small game i.e. pheasant and hare hunts are the only services that can be offered. Hare can also be sold and exported as live animal, which can generate considerable income, but it is out of the scope of hunting tourism. Hunting grounds in such situation try to strictly manage costs and utilize all income options. In summary, the hunting tourism potential of such **small game** hunting grounds is low both in terms of the value of the individual hunting services and their total income.

The results of this survey revealed that hunting tourism is a functioning industry that has long traditions, well established business processes, and stable financial background. The service providers cover the needs of a wide range of commercial hunter from the high-end to the lower-budget clients.

Case study 3: Estimating (domestic) tourism potential of forest grouse hunting areas in Finland

The aim of Case study 4 was to reveal the Finnish state-owned small game hunting areas with high potential to increase hunting tourist flows. Some hunting grounds are very popular year after year, even if the game stocks are relatively low. At the same time, other areas can remain unpopular even though the forest grouse stocks are good or even excellent. Interestingly, some of these unpopular areas are located nearby the most popular hunting grounds. This study aimed to examine the factors that affect demand for hunting permits in each hunting area and identify areas where these factors would allow larger hunting tourist numbers. The factors were selected following the categorization presented in the introduction of this guidebook, namely

- attractiveness expressed here as the forest grouse population density in each area,
- accessibility expressed as the ease of terrain using forest type as an indicator, and
- facilities and services expressed as the availability of accommodation.

The impact of population density and forest type on the share of unsold permits was estimated with regression modelling. The results from a model with all areas were not statistically significant. Therefore, the estimation was performed only for areas in Western Lapland, Eastern Lapland, and Pohjanmaa-Kainuu. In Upper Lapland, the shares of unsold permits are relatively low. Upper Lapland differs from other regions because hunting there focuses on willow grouse which has smaller populations in other Finnish areas. The regression modelling results suggest that other factors explain better the permit demand in Western and Eastern Finland.

The remaining 59 small game hunting areas formed the basis for the analysis. In 2020, these areas covered 2/3 of the issued permits and sold permits, and about 70% of the unsold permits were allocated to these areas. The share of unsold permits is lower in Pohjanmaa-Kainuu and Western Lapland than in Eastern Lapland. Nearly half of the permits issued for these three regions are allocated to Eastern Lapland.

The coefficient for population density was negative, implying that increase in population density affects positively on permit demand. The coefficient for forest type was positive confirming the prior expectation: young stands and forests can be difficult terrain and therefore not as attractive for tourists. Based on the estimates, the predicted values for the share of unsold permits varied between -5 and 60, mean being 23.

In 26 hunting areas the model predicted better permit demand than was observed. They were regarded as low demand areas. These areas were selected for closer examination in the next phase of this study. By contrast, the model predicted worse permit demand than was observed for 32 high demand areas. Each of the three studied wider regions includes hunting areas considered potential in regard to attractiveness and accessibility.

Naturally the selected low demand areas are mainly areas that have the highest shares of unsold permits. Nevertheless, a further investigation of the results supports utilizing regression modelling to select the areas of interest instead of simply concentrating on the areas with highest shares of unsold permits. Firstly, it is possible that population density and forest type explain well why permit demand is low in an area. In this analysis, some areas exemplify this possibility: the share of unsold permits is rather high there (~30%), but since the predicted value is also high (~40%) these areas are not examined in the next phase. Secondly, as there is no clear rule how to categorize areas either as high or low demand areas, the modelling results provide one solution option. In this study, the share of unsold permits is less than 13% in high demand areas and greater than 33% in low demand areas. The areas with shares between 13% and 33% are categorized according to the residual values (i.e. the difference between observed and predicted values).

The study aimed to identify the potential Finnish state-owned small game hunting areas where hunting tourist flow could increase. The study employed regression modelling and data on forest grouse population densities and forest type along with qualitative analysis of accommodation data. As a result, 13 potential hunting areas were identified. In those areas, grouse population, terrain, and accommodation facilities could allow increase in hunting tourist numbers.

The analysis could be continued by interviewing focus groups consisting of tourism experts who have knowledge on local possibilities along with active hunting tourists who could share their insights on factors that affect their destination choices. Examples of possible factors include the fragmentation of hunting areas, road conditions, suitability of accommodation facilities to hunting tourists, and availability of other services.

APPENDIX B: THE EXTENDED SUMMARY AND CASE STUDY OF ESTIMATING HUNTING TOURISM POTENTIALS IN SERBIAN LANGUAGE

Ovaj priručnik predstavlja edukativni materijal za nastavu iz oblasti lovnog turizma. Njegov osnovni cilj je da predstavi metodološke mogućnosti za procenu potencijala za razvoj lovnog turizma u različitim zemljama.

Lovni turizam predstavlja putovanje i aktivnosti lovaca čiji je primarni motiv lov određene vrste divljači. Lovnoturističke aktivnosti i njihov uspeh uslovljeni su postojanjem dovoljnog fonda divljači. Divljač je osnovni prirodni resurs koji diktira razvoj lovnog turizma, pa je samim tim i osnovni motivator lovnih i turističkih aktivnosti. Dakle, lovni turizam predstavlja specifičan oblik turizma gde se, za razliku od većine drugih oblika turizma, ”troše” prirodni resursi. Kao takav, lovni turizam je klasifikovan kao konzumna delatnost u okviru ”wildlife” turizma. To podrazumeva eksploataciju i uništavanje i direktnu prodaju njegovog primarnog prirodnog resursa, odnosno divljači.

Osnovna atraktivnost lovišta, kao lovnoturističke destinacije, je jedna ili više vrsta divljači sa odgovarajućim kvantitativnim i kvalitativnim karakteristikama relevantnim za organizaciju turističkog lova. Značajnu atraktivnost lovnoturističke destinacije predstavljaju i pogodni lovni tereni sa svojim rekreativnim i estetskim potencijalima. Atraktivnost lovišta upotpunjuju i neophodni lovno-tehnički objekti. Važan segment svake lovnoturističke destinacije su odgovarajući prostori i objekti za smeštaj i druge usluge u lovištu. To uključuje udobne lovačke kuće, objekte za lovačke pse, objekte za sport i rekreaciju i zabavne aktivnosti. Pristupačnost je, takođe, važna karakteristika lovnoturističke destinacije.

Vrednovanje potencijala za razvoj lovnog turizma

Turistička valorizacija kao kvalitativna i kvantitativna procena turističke vrednosti je značajna faza u planiranju turizma, a istovremeno i veoma složena, posebno u delu koji se odnosi na procenu kako motiva, tako i konstitutivnih elemenata turističkog potencijala. Turistička valorizacija nije samo adekvatan metod za procenu turističke atraktivnosti lokaliteta, već i važna polazna osnova za razvojne planove turizma svake destinacije.

Za razliku od drugih turističkih vrednosti koje su dobro istražene, nedovoljno je metodoloških istraživanja o valorizaciji lovno turističkih destinacija. Lovnoturistička valorizacija treba da obuhvati procenu svih važnih resursa ili vrednosti na mikro (lovišta), mezo (lovišta) i makro planu (ukupna lovno-turistička područja zemlje). Prilikom ocenjivanja lovnih turističkih destinacija potrebno je proceniti: pristupačnost, prirodne karakteristike, ljudske resurse i objekte.

Studije slučaja predstavljene u ovom priručniku izrađene su u različitim zemljama: Češkoj, Finskoj, Mađarskoj i Srbiji. Među ovim zemljama mogu se identifikovati velike sličnosti, ali i velike razlike sa stanovišta prirodnih uslova, geografskih karakteristika, divljači, tradicije lova itd. Češka i Srbija su primenile veoma sličnu metodologiju procene potencijala za razvoj lovnog turizma dajući primer kako se metodologija evaluacije može prilagoditi nacionalnim specifičnostima i dostupnim podacima. U obe zemlje regioni i lovišta su analizirani na osnovu velikih skupova podataka prikupljenih iz različitih izvora i procenjenih prema unapred definisanom metodu bodovanja. S druge strane, Mađarska i Finska su izabrale različite načine procene. Iako u Mađarskoj sektor lovnog turizma pokazuje slične karakteristike kao u Češkoj i Srbiji, zbog različitog tumačenja „potencijala lovnog turizma“ prikazana metoda se više oslanja na kvalitativnu analizu, a manje na kvantitativne podatke. Slučaj Finske se bavi veoma specifičnim problemom kako bi analizirali zašto se određene mogućnosti lovnog turizma ne koriste u potpunosti, a analiza se zasniva na statističkim metodama.

Vrednovanje potencijala turizma je važan deo njegovog kasnijeg razvoja. U slučaju lovnog turizma, procena je utoliko komplikovanija, jer je reč o veoma specifičnom obliku turizma sa različitom klijentelom i njihovim zahtevima. Ipak, u okviru predstavljene publikacije kreirane su studije slučaja koje predstavljaju različite mogućnosti za procenu potencijala. Procena lovnoturističkog potencijala na osnovu postavljenih faktora se čini najprikladnijom, jer postoji jasno metodološki opisana evaluacija faktora i njihova kvantifikacija, koja se zatim lako može uporediti. Problem može nastati prilikom prikupljanja podataka, jer prema predloženoj metodologiji podaci neće biti dostupni i biće potrebno modifikovati originalni model, što može dovesti do grešaka i odstupanja. Na kraju, ali ne i najmanje važno, to zavisi i od evaluiranih jedinica, njihove veličine, dostupnosti podataka i mogućnosti njihove interpretacije. U slučaju vođenih dubinskih intervjua u okviru evaluirane jedinice, realnost se bolje odražava, međutim ovde su rezultati veoma subjektivni i procena zavisi od osobe koja vodi intervju, a potom i od osobe koja vodi i tumači dati intervju, uključujući naknadno poređenje. Čini se da je kombinacija kvalitativnog i kvantitativnog istraživanja najbolji izbor, ali zahteva resurse, kako kadrovske tako i posebno finansijske.

Studija slučaja 1: Procena potencijala za razvoj lovnog turizma u regionu Vojvodine (Srbija)

Cilj studije slučaja 1 bio je da se postave kriterijumi za procenu potencijala za razvoj lovnog turizma i da se izmeri lovnoturistički potencijal lovišta u Vojvodini (Severna Srbija). Predložena metodologija zasniva se na posmatranju, proceni i evaluaciji svih elemenata lovnoturističke destinacije. Ova metodologije procenjuje prirodne, materijalne i ljudske resurse radi određivanja potencijalno najatraktivnijih lovišta za razvoj lovnog turizma.

Elementi za evaluaciju u Studiji slučaja 1

LOKACIJA (max. 20 poena)					
Saobraćajna povezanost (1-5)					
Položaj u odnosu na emitivna područja u zemlji i inostranstvu (1-4)					
Udaljenost od najbližeg aerodroma (1-3)					
Položaj u odnosu na druga atraktivna lovišta u zemlji (1-4)					
Položaj u odnosu na druga atraktivna lovišta u inostranstvu (1-4)					
				A. LOKACIJA	
PRIRODNI RESURSI (max. 45 poena)	Optimalna gustina naseljenosti (4 poena)	Prenaseljenost (3 poena)	Srednja gustina naseljenosti (2 poena)	Mala gustina naseljenosti (1 poena)	
Evropski jelen					
Divlja svinja					
Srndać					
Jelen lopatar					
Evropski zec					
Fazan					
				PROSEČAN BROJ BODOVA * KOEFICIJENT 10	
Broj vrsta divljači u lovnoturističkoj ponudi (1-5)					
				B. PRIRODNI RESURSI	
LJUDSKI RESURSI (max. 20 poena)					
Upravnici i lovočuvari (do 3 poena)					
Znanje stranih jezika (do 2 poena)					
Prisustvo na internetu (do 2 poena)					
Prisustvo na društvenim mrežama (do 1 poena)					
Izlaganje na lovačkim sajmovima i izložbama trofeja (do 3 poena)					
Štampane publikacije (do 3 poena)					
Cenovnik – cene u poređenju sa drugim lovištima u zemlji (1-3 poena)					
Cenovnik – cene u poređenju sa drugim lovištima u inostranstvu (1-3 poena)					
				C. LJUDSKI RESURSI	
LOVNOTURISTIČKA INFRASTRUKTURA I USLUGE (max. 15 poena)					
Objekti za smeštaj (do 6 poena)					
Lokacija smeštajnih objekata (do 2 poena)					
Odgovarajući broj čeka (2 poena)					
Poligon za lov sitne divljači (1 poen)					
Poligon za lov divlje svinje (1 poen)					
Iznajmljivanje konjske zaprege (1 poen)					
Iznajmljivanje lovačkog oružja (1 poen)					
Iznajmljivanje lovačkih pasa (1 poen)					
				D. LOVNOTURISTIČKA INFRASTRUKTURA I USLUGE	
				UKUPAN BROJ BODOVA (A+B+C+D)	

Prema ukupnom broju bodova, lovnoturističkih destinacija koje su se ocenjivale su se kategorisale kao: jedno lovište od međunarodnog turističkog značaja što čini 2,6% svih posmatranih lovišta; 13 od nacionalnog turističkog značaja što čini 33,3% svih posmatranih lovišta; 20 regionalnog turističkog značaja što čini 51,3% svih posmatranih lovišta i 5 lokalnog turističkog značaja što čini 12,8% svih posmatranih lovišta. Rezultati su pokazali da su lovišta na severoistoku Vojvodine po bodovima veoma slično pozicionirana. Ovo ukazuje da ova lovišta mogu da sarađuju kako bi zajedno izašla na tržište i formirala jedinstven lovno-turistički proizvod. I na nacionalnom nivou mogu se izdvojiti kao poseban podregion, a promotivne aktivnosti mogu biti posebno prilagođene ovim lovištima.

Metodologija se zasniva na proceni prirodnih resursa, sa akcentom na broj vrsta u ponudi lovnog turizma i veličinu populacije ovih vrsta. Naime, kada lovište ima veći broj divljači, ono lakše prilagođava svoj lovnoturistički proizvod i kreira ga prateći uslove tokom godine (vremenski uslovi, komplementarna turistička ponuda u okolini i sl.). Oslanjanje samo na jednu vrstu divljači može predstavljati potencijalni rizik za poslovanje i upravljanje lovištem, koji dolazi do izražaja u nepredviđenim uslovima (elementarne nepogode, bolesti divljači, pandemije, terorizam itd.). Dakle, prema ovoj metodologiji, lovišta koja imaju veći broj kvalitetne divljači imaju potencijalno veće mogućnosti za razvoj lovnog turizma. Rezultati su izdvojili ona lovišta u kojima se lovnoturistička delatnost može obavljati tokom većeg dela godine, što produžava turističku sezonu u pojedinim sredinama i ima veći ekonomski efekat na lokalnu zajednicu, posebno u ruralnim sredinama gde se obavlja lovnoturistička delatnost.

Predložena metodologija se može prilagoditi i proceni potencijala za razvoj lovnog turizma sa aspekta samo jedne vrste divljači. Naime, svi elementi u metodologiji se mogu vrednovati kako je predloženo, osim elementa prirodnih resursa, gde bi se procenila samo gustina naseljenosti ili brojnost jedne vrste divljači (npr. jelena). Na ovaj način bi se, na kraju evaluacije, dobila potencijalno najatraktivnija lovišta za razvoj lovnog turizma, odnosno za sprovođenje turističkog lova na određenu vrstu divljači (npr. jelena) na određenom području.

Studija slučaja 2: Procena potencijala za razvoj lovnog turizma u Češkoj

Cilj studije slučaja 2 bio je da se izmeri potencijal za razvoj lovnog turizma u lovnim područjima u dva regiona – Centralnočeškoj i Južnočeškoj regiji. Kriterijumi za ocenu lovnoturističkog potencijala postavljeni su prema Studiji slučaja 1. Neki indikatori su modifikovani u skladu sa lokalnim uslovima i mogućnostima dobijanja podataka. Kao rezultat lovni prostori su klasifikovani kao oni sa međunarodnim, nacionalnim, regionalnim i lokalnim značajem. Osnove predložene metodologije prikazane su u sledećoj tabeli.

Elementi za evaluaciju u Studiji slučaja 2

LOKACIJA (max. 20 poena)					
Saobraćajna povezanost (1 - 4)					
Udaljenost od najbližeg aerodroma (1- 3)					
Broj lovnih dozvola izdatih stranim lovcima turistima (1 – 5)					
Ruralna tipologija (1 – 4)					
Gustina opština (1- 4)					
				A. LOKACIJA	
PRIRODNI RESURSI (max. 45 poena)	Optimalna gustina naseljenosti (4 poena)	Prenaseljenost (3 poena)	Srednja gustina nasljenosti (2 poena)	Mala gustina naseljenosti (1 poen)	
Evropski jelen					
Sika jelen					
Divlja svinja					
Srndać					
Jelen lopatar					
Muflon					
PROSEČAN BROJ BODOVA * KOEFICIJENT 10					
Broj vrsta divljači u lovnoturističkoj ponudi (1-5)					
				B. PRIRODNI RESURSI	
PONUDA I PROMOCIJA (max. 20 poena)					
Upravljanje lovnim prostorom (1 - 3)					
Prisustvo na internetu (do 4 poena)					
Prisustvo na društvenim mrežama (do 2 poena)					
Izlaganje na lovačkim sajmovima i izložbama trofeja (do 3 poena)					
Lovnoturistička ponuda (do 4 poena)					
Cenovnik (do 4 poena)					
				C. PONUDA I PROMOCIJA	
SMEŠTAJ (max. 15 poena)					
Broj smeštajnih jedinica po km^2 (1 - 6 poena)					
Lokacija smeštajnih objekata (1 – 2 poena)					
Broj soba (1- 4 poena)					
Kategorija smeštaja (1 – 3 poena)					
				D. SMEŠTAJ	
				UKUPAN BROJ BODOVA (A+B+C+D)	

Prema ukupnom broju bodova, posmatrane lovnoturističke destinacija su se kategorisale kao: jedno lovište od međunarodnog turističkog značaja koje grupiše 43 lovišta od kojih 31% gazduju Češke državne šume; 15 od nacionalnog turističkog značaja; 22 od regionalnog turističkog značaja i 5 od lokalnog turističkog značaja.

Predložena metodologija je imala za cilj da obuhvati sve faktore koji se odnose na razvoj lovnog turizma. Pored optimalnog broja zdrave i kvalitetne divljači, potrebno je razvijati i turističku infrastrukturu koja uključuje ne samo saobraćajnu dostupnost, već i usluge smeštaja i ugostiteljstva. U vezi sa turističkim lovom, moguće je dalje razvijati srodne usluge kao što je priprema ulovljene divljači ili druge aktivnosti u slobodno vreme. Zbog niske ponude turističkog lova u Češkoj, koju danas uglavnom imaju državna preduzeća, postoji ogroman potencijal za razvoj lovnog turizma, posebno za privatna lovišta i lovačka društva. Zbog prevelikog broja kopitara, sve manjeg broja čeških nosilaca lovačkih dozvola, potrebno je posebno raditi na promociji turističkog lova, jer je putovanje u lov sve popularnije među evropskim lovcima.

Pomenuta metodologija je inicijalna procena potencijala za razvoj lovnog turizma u Češkoj. Za tačniju procenu bilo bi primerenije da se procena vrši direktno na samom lovištu. Zbog činjenice da su prosečne vrednosti morale biti uzete u obzir za veće područje u mnogim slučajevima, ukupni postignuti bodovi su se smanjili. Jasno je da su najviše bodova ostvarila državna lovišta, gde se pokazala i povećana potražnja za lovom od strane lovaca turista iz inostranstva.

Studija slučaja 3: Procena potencijala za razvoj lovnog turizma u Mađarskoj

Cilj studije slučaja 3 bio je da se predstavi metod evaluacije koji procenjuje stepen lovnoturističke iskorišćenosti lovišta. Turistička iskorišćenost se može meriti prihodima od lovnog turizma po jedinici lovne površine. Što je još važnije, ova analiza ima za cilj da pruži uvid u motivaciju, praktičnost i ključne faktore uspeha lovnog turizma. U tom cilju, lovnoturistički potencijal je ispitan sa aspekta tri posebna kriterijuma: prirodni uslovi, intenzitet gazdovanja divljači i poslovni ciljevi.

Elementi za evaluaciju u Studiji slučaja 3

	Prirodni uslovi
1	Suve ravnice samo za sitnu divljač
2	Ravnice mešovite vegetacije sa umerenim prirodnim uslovima za divlje kopitare
3	Brdsko ili planinsko područje sa prosečnim prirodnim uslovima za divlje kopitare
4	Poplavne područje sa izuzetnim prirodnim uslovima za divlje kopitare
	Intenzitet gazdovanja divljači
1	Umereno poboljšanje uslova života
2	Značajno povećana gustina i kvalitet naseljenosti
3	Primena karakterističnih oblika lova
4	Primena intenzivnih tehnika lovnog gazdovanja
	Poslovni ciljevi
1	Bez lovnoturističkih usluga
2	Lovišta koriste mogućnost prodaje lovačkih usluga da pokriju svoje troškove
3	Polu-poslovno orijentisani pružaoci usluga; uprava odvaja od lovaca
4	Poslovno orijentisani provajderi usluga

Sa aspekta lovnog turizma, najviši nivo predstavljaju **tržišni lideri** koji su tipično državna šumarska preduzeća sa odličnim prirodnim uslovima. Njihov poslovni model zasniva se na maksimiziranju prihoda od komercijalnog lova pružanjem vrhunskih usluga. Njihova lovnoturistička infrastruktura je dobro razvijena, uključujući lovačke kuće različitih nivoa usluga, održavane lovačke objekte, terenska vozila u dobrom stanju itd. Zapošljavaju školovane profesionalne lovce sa visokim standardima lovačke etike i gostoprimstva. Njihove usluge su zasnovane na intenzivnom upravljanju divljači koje se fokusira na pružanje vodećih mogućnosti lova na tržištu, uključujući kapitalne trofeje i bogat odstrel. Ovo podrazumeva intenzivne tehnike lovnog gazdovanja kao što je održavanje guste populacije divljači, rigorozni odstrel, a često i uspostavljanje ograđenih lovišta. Zbog svoje liderske pozicije stiču reputaciju koja se može koristiti za izgradnju brenda. U okviru ovog klastera može se izdvojiti podgrupa koja predstavlja lovišta sa nešto nepovoljnijim prirodnim uslovima. Pošto ne mogu da se takmiče sa najvećim trofejima, pokušavaju da pronađu određene tržišne niše.

Većinom lovišta gazduju **lovačka udruženja**. Njihov primarni cilj je lov na svojoj teritoriji, te stoga nisu poslovno orijentisani, niti su prinuđeni da prodaju lovnoturističkih aranžmana. Oni vide komercijalni lov kao priliku da pomognu u finansiranju svog poslovanja. Tradicionalno lovačko udruženje formiraju članovi različitog porekla. Njihova strast prema lovu, godine i sposobnosti, kao i njihov budžet za lov veoma variraju. Pošto pružanje lovnoturističkih usluga nije u njihovom fokusu, nivo usluga zaostaje za onim kod lidera na tržištu. Njihove cene odražavaju ovu situaciju kao jeftinije od tržišnih lidera za istu veličinu trofeja i isti nivo usluge. Njihovi prirodni uslovi rasuti su u širokom spektru, neki od njih mogu da obezbede kapitalne trofeje i izvanredne mogućnosti lova, ali većina njih radi u prosečnim uslovima. Oni retko primenjuju intenzivne tehnike gazdovanja divljači i retko ulažu u dugoročna ulaganja kao što su lovačke kuće visokih standarda. Postoji podgrupa koju čine lovačka udruženja sa boljim prirodnim uslovima i stručnim menadžmentom. Ova lovišta pokazuju lovne rezultate koji su uporedivi satržišnim liderima, ali i dalje važi niži nivo cena. Ova lovišta pokazuju veliki potencijal u lovnom turizmu, a istraživanje je pokazalo sličan profesionalizam kao i kod lidera na tržištu.

U najnepovoljnijoj situaciji, lovišta nisu pogodna za jelene i divlje svinje, jer su uslovi na lokalitetu loši, a posebno su nedovoljne padavine za održavanje šumskog pokrivača. Sam ovaj ograničavajući faktor dovodi do **minimalističkog stava** prema lovnom turizmu. Srneća divljač bi mogla biti vodeći proizvod u takvim oblastima, ali samo ako je kvalitet trofeja iznad proseka. Inače, sitna divljač tj. lov fazana i zeca jedine su usluge koje se mogu ponuditi. Zec se takođe može prodavati i izvoziti kao živa životinja, što može da ostvari znatan prihod, ali je van domena lovnog turizma. Lovišta u takvoj situaciji pokušavaju striktno da upravljaju troškovima i iskoriste sve mogućnosti prihoda. Ukratko, lovnoturistički potencijal ovakvih lovišta sitne divljači je nizak kako u pogledu vrednosti pojedinačnih lovnih usluga tako i u pogledu njihovog ukupnog prihoda.

Rezultati ovog istraživanja su otkrili da je lovni turizam funkcionalna privredna grana koja ima dugu tradiciju, dobro uspostavljene poslovne procese i stabilnu finansijsku pozadinu. Pružaoci usluga pokrivaju potrebe širokog spektra komercijalnih lovaca od vrhunskih do niskobudžetnih klijenata.

Studija slučaja 3: Procena (domaćeg) turističkog potencijala lovišta šumskih tetreba u Finskoj

Cilj studije slučaja 4 je bio da se u Finskoj otkriju državne lovne teritorije sitne divljači sa visokim potencijalom za povećanje tokova lovaca turista. Neka lovišta su veoma popularna iz godine u godinu, čak i ako su fondovi divljači relativno mali. Istovremeno, druga lovna područja mogu ostati nepopularna iako su zalihe šumskog tetreba dobre ili čak odlične. Zanimljivo je da se neka od ovih nepopularnih područja nalaze u blizini najpopularnijih lovišta. Ova studija je imala za cilj da ispita faktore koji utiču na potražnju za lovnim dozvolama u svakom lovištu i identifikuju područja u kojima bi ovi faktori omogućili veći broj lovnih turista. Faktori su odabrani prema kategorizaciji predstavljenoj u uvodu ovog priručnika:

- atraktivnost - ovde izražena kao gustina naseljenosti tetrebova u svakoj oblasti,
- pristupačnost – ovde izražena kao lakoća terena koristeći tip šume kao indikator, i
- objekti i usluge - ovde izraženih kao raspoloživost smeštaja.

Uticaj gustine naseljenosti i tipa šume na udeo neprodatih lovnih dozvola procenjen je regresionom analizom. Rezultati iz modela na svim posmatranim oblastima nisu bili statistički značajni. Stoga je procena izvršena samo za oblasti u Zapadnoj Laponiji, Istočnoj Laponiji i Pohjanmaa-Kainuu. U Gornjoj Laponiji, procenat neprodatih lovnih dozvola je relativno nizak. Gornja Laponija se razlikuje od drugih regiona po tome što se tamo lov fokusira na tetreba čija je gustina naseljenosti u drugim finskim oblastima manja. Rezultati regresijskog modeliranja sugerišu da drugi faktori bolje objašnjavaju potražnju za lovnim dozvolama u zapadnoj i istočnoj Finskoj.

Osnovu za analizu činilo je preostalih 59 lovišta sitne divljači. Ove lovne površine su u 2020. godini pokrivale 2/3 izdatih lovnih dozvola i prodatih lovnih dozvola, a oko 70% neprodatih dozvola je raspoređeno na ove površine. Udeo neprodatih dozvola manji je u Pohjanmaa-Kainuu i Zapadnoj Laponiji nego u Istočnoj Laponiji. Skoro polovina izdatih lovnih dozvola za ova tri regiona dodeljena je Istočnoj Laponiji.

Koeficijent za gustinu naseljenosti bio je negativan, što implicira da povećanje gustine naseljenosti pozitivno utiče na potražnju za lovnim dozvolama. Koeficijent za tip šume je bio pozitivan, što potvrđuje prethodna očekivanja: mlade sastojine i šume mogu biti težak teren i stoga ovakvi lovni tereni nisu toliko atraktivni za turiste. Na osnovu procena, predviđene vrednosti za udeo neprodatih dozvola kretale su se od -5 do 60, a srednja vrednost je 23.

U 26 lovišta model je predvideo bolju potražnju za dozvolama nego što je primećeno. Smatralo se da su to područja male potražnje. Ove oblasti su odabrane za bliže ispitivanje u sledećoj fazi ove studije. Nasuprot tome, model je predvideo lošiju potražnju za dozvolama nego što je primećeno za 32 područja sa velikom potražnjom. Svaki od tri proučavana šira regiona obuhvataju lovna područja koja se smatraju potencijalnim u pogledu atraktivnosti i pristupačnosti.

Naravno, odabrana lovna područja niske potražnje su uglavnom područja koja imaju najveći udeo neprodatih lovnih dozvola. Ipak, dalja analiza rezultata podržava korišćenje regresione analize za odabir oblasti od interesa umesto da se jednostavno koncentriše na oblasti sa najvećim udelom neprodatih lovnih dozvola. Prvo, moguće je da gustina naseljenosti i tip šume dobro objašnjavaju zašto je potražnja za dozvolama niska u nekom području. U ovoj analizi, neke oblasti ilustruju ovu mogućnost: tamo je udeo neprodatih lovnih dozvola prilično visok (~30%), ali pošto je i predviđena vrednost visoka (~40%), ove oblasti se nisu ispitivale u sledećoj fazi. Drugo, pošto ne postoji jasno pravilo kako da se oblasti kategorišu kao oblasti sa velikom ili niskom potražnjom, rezultati regresionog modeliranja pružaju jednu opciju rešenja. U ovoj studiji, udeo neprodatih dozvola je manji od 13% u oblastima velike potražnje i veći od 33% u oblastima niske potražnje. Područja sa udelom između 13% i 33% se kategorišu prema rezidualnim vrednostima (tj. razlici između posmatranih i predviđenih vrednosti).

Studija je imala za cilj da identifikuje potencijalna finska državna lovišta sitne divljači u kojima bi se mogao povećati priliv lovaca turista. U studiji je korišćena regresiona analiza, podaci o gustini populacije tetrebova i tipu šume, uz kvalitativnu analizu podataka o smeštajnim objektima. Kao rezultat, identifikovano je 13 potencijalnih lovišta. U tim područjima populacija tetrebova, teren i smeštajni kapaciteti mogli bi da omoguće povećanje broja lovnih turista.

Analiza bi se mogla nastaviti intervjuisanjem fokus grupa koje bi činile turistički stručnjaci poznavaoci lokalnih uslova, kao i aktivni lovci turisti koji bi mogli da podele svoja iskustva o faktorima koji utiču na njihov izbor lovnoturističke destinacije. Primeri mogućih faktora uključuju fragmentaciju lovišta, stanje na putevima, pogodnost smeštajnih objekata za lovce turiste i dostupnost drugih usluga.

APPENDIX C: THE EXTENDED SUMMARY AND CASE STUDY OF ESTIMATING HUNTING TOURISM POTENTIALS IN CZECH LANGUAGE

Rozšířené shrnutí

Tato příručka představuje vzdělávací materiál v oblasti lovecké turistiky. Jejím hlavním cílem je představit metodické možnosti hodnocení potenciálu lovecké turistiky v různých zemích.

Lovecká turistika je součástí managementu myslivosti a sestává se z cest myslivců a lovců, jejichž primárním motivem je lov zvěře. Aktivity lovecké turistiky a jejich úspěšnost je podmíněna existencí dostatečného fondu zvěře. Divoká zvěř je přírodním zdrojem, který podmiňuje rozvoj lovecké turistiky a je základním motivátorem loveckých a turistických aktivit. Lovecká turistika tak představuje specifickou formu cestovního ruchu, kde dochází k spotřebě přírodních zdrojů na rozdíl od většiny ostatních forem cestovního ruchu. Lovecká turistika je jako taková zařazena mezi konzumní činnost v rámci turistiky za divokou zvěří. Představuje využívání, spotřebu a přímý prodej primárního přírodního zdroje.

Hlavní atraktivitou honitby jako turistické destinace je jeden nebo více druhů zvěře s odpovídajícími kvantitativními a kvalitativními charakteristikami relevantními pro organizaci poplatkového lovu. Významnou atraktivitou honiteb jsou také vhodné destinace s jejich rekreačním a estetickým potenciálem. Atraktivitu loveckých oblastí doplňují potřebná myslivecká zázemí. Důležitým faktorem každé lovecké turistické destinace je vhodné zázemí pro ubytování a další služby nabízené v honitbě. Jedná se o komfortní lovecké chaty, boudy pro lovecké psy, zařízení pro sport a rekreaci a další společenské aktivity. Důležitým faktorem lovecké turistické destinace je také její dostupnost.

Hodnocení potenciálu lovecké turistiky

Kvalitativní a kvantitativní hodnocení turistické hodnoty je významnou součástí v plánování cestovního ruchu a zároveň velmi komplexní, zejména v části týkající se hodnocení motivu i jednotlivých prvků potenciálu cestovního ruchu. Valorizace cestovního ruchu je nejen adekvátní metodou pro hodnocení turistické atraktivity lokality, ale také důležitým východiskem pro plány rozvoje cestovního ruchu jakékoli destinace.

Na rozdíl od jiných turistických hodnocení, které jsou dobře prozkoumány, metodický výzkum v oblasti hodnocení loveckých turistických cílů není dostatečný. Hodnocení lovecké turistiky by mělo zahrnovat zhodnocení všech důležitých zdrojů nebo hodnot na úrovni mikroplánu (honitby), mezo (lovecké oblasti) a makroplánu (celkové lovecké turistické oblasti země). Při hodnocení loveckých turistických cílů je nutné posuzovat: dostupnost, přírodní charakteristiky, lidské zdroje a vybavenost.

Případové studie uvedené v této příručce byly zpracovány v různých zemích: České republice, Finsku, Maďarsku a Srbsku. Mezi těmito zeměmi lze identifikovat jak určité podobnosti, tak i velké rozdíly z hlediska přírodních podmínek, geografické polohy, loveckých tradic atd. Česko a Srbsko aplikovaly velmi podobné metody, které jsou příkladem toho, jak lze metodiku hodnocení přizpůsobit národním specifikům, zejména kvůli dostupnosti dat. V obou zemích byly regiony a lovecké oblasti analyzovány na základě velkých souborů dat shromážděných z různých zdrojů a vyhodnoceny podle předem definované bodovací metody. Maďarsko a Finsko na druhé straně zvolily různé cesty. Přestože v Maďarsku vykazuje sektor lovecké turistiky stejné charakteristiky jako v Česku a Srbsku, v důsledku odlišné interpretace „potenciálu lovecké turistiky“ se prezentovaná metoda opírá spíše o kvalitativní analýzu a méně o kvantitativní data. Finský případ se zabývá velmi specifickým problémem, proč nejsou určité příležitosti lovecké turistiky využívány v plné míře, a analýza je založena na statistických metodách.

Vyhodnocování potenciálu cestovního ruchu je důležitou součástí jeho následného rozvoje. V případě lovecké turistiky je posuzování o to složitější, že se jedná o velmi specifickou formu turistiky s odlišnou klientelou a jejími požadavky. Přesto v rámci předkládané publikace vznikly případové studie, které prezentují různé možnosti vyhodnocení potenciálu. Jako nejvhodnější se jeví hodnocení potenciálu na základě nastavených faktorů, neboť je zde jasně metodologicky popsané hodnocení faktorů a jejich kvantifikace, která je pak snadno srovnatelná. Při sběru dat však může nastat problém, protože dle navržené metodiky nebudou data dostupná a bude nutné původní model upravit, což může vést k chybám a odchylkám. V neposlední řadě záleží také na hodnocených jednotkách, jejich velikosti, dostupnosti dat a možnostech jejich interpretace. V případě řízených hloubkových rozhovorů v rámci hodnoceného celku se lépe odráží realita, nicméně zde jsou výsledky velmi subjektivní a hodnocení závisí na osobě respondenta a také na osobě, která daný rozhovor vede a tlumočí, včetně následného srovnání. Jako varianta se jeví kombinace kvalitativního a kvantitativního výzkumu, která je však náročná na zdroje, a to jak personálně, tak především finančně.

Případová studie 1: Odhad potenciálu lovecké turistiky v regionu Vojvodina (Srbsko)

Cílem případové studie 1 bylo stanovit kritéria pro hodnocení potenciálu lovecké turistiky a zhodnotit potenciál lovecké turistiky v honitbách ve Vojvodině (severní Srbsko). Navržená metodika je založena na pozorování, posuzování a hodnocení všech prvků destinace lovecké turistiky. Vyhodnocuje přírodní, materiální a lidské zdroje s cílem určit potenciálně nejatraktivnější honitby pro rozvoj lovecké turistiky.

Podle celkového počtu dosažených bodů jsou hodnocené lovecké destinace v regionu Vojvodina kategorizovány jako: 1 lovecká destinace mezinárodního turistického významu, což je 2,6 % ze všech sledovaných honiteb; 13 honiteb celostátně turistického významu, což je 33,3 % všech sledovaných honiteb; 20 honiteb s regionálním turistickým významem, což je 51,3 % všech sledovaných honiteb a 5 s místním turistickým významem, což je 12,8 % ze všech sledovaných honiteb. Výsledky ukázaly, že lovecké revíry na severovýchodě Vojvodiny jsou bodově umístěny velmi podobně. To naznačuje, že tyto honitby mohou spolupracovat, aby společně vstoupily na trh a vytvořily jednotný produkt lovecké turistiky. Na celostátní úrovni je lze vyčlenit jako samostatnou podoblast a propagační činnost těmto honitbám speciálně přizpůsobit.

Faktory pro hodnocení v Případové studii 1

LOKALITA (max. 20 bodů)					
Dopravní spojení (1-5)					
Umístění ve vztahu ke zdrojovým oblastem v tuzemsku i zahraničí (1-4)					
Vzdálenost od hlavního státního letiště nebo většího mezinárodního letiště (1-3)					
Pozice ve srovnání s jinými atraktivními tuzemskými honitbami (1-4)					
Pozice ve srovnání s jinými atraktivními honitbami v zahraničí (1-4)					
				A. LOKALITA	
PŘÍRODNÍ ZDROJE (max. 45 bodů)	Optimální populační hustota (4 body)	Přemnožená populace (3 body)	Střední hustota populace (2 body)	Malá populační hustota (1 bod)	
Jelen evropský					
Prase divoké					
Srnec obecný					
Daněk skvrnitý					
Zajíc polní					
Bažant obecný					
				PRŮMĚRNÉ ZÍSKANÉ BODY * KOEFICIENT 10	
Množství dostupných druhů v nabídce lovecké turistiky (1-5)					
				B. PŘÍRODNÍ ZDROJE	
LIDSKÉ ZDROJE (max. 20 bodů)					
Myslivečtí hospodáři a lovečtí průvodci (do 3 bodů)					
Znalost jednoho nebo více cizích jazyků (do 2 bodů)					
Propagace na internetu (do 2 bodů)					
Propagace na sociálních sítích (do 1 bodu)					
Vystavování na loveckých veletrzích a výstavách trofejí (do 3 bodů)					
Tištěné publikace (do 3 bodů)					
Ceník – Ceny zvěře v porovnání s tuzemskými honitbami (1-3 body)					
Ceník – Ceny zvěře v porovnání s honitbami v zahraničí (1-3 body)					
				C. LIDSKÉ ZDROJE	
UBYTOVACÍ A CESTOVNÍ INFRASTRUKTURA (SLUŽBY) (max. 15 bodů)					
Ubytovací zařízení (do 6 bodů)					
Umístění ubytování (do 2 bodů)					
Přiměřený počet loveckých stanovišť (2 body)					
Polygon pro lov drobné zvěře (1 bod)					
Polygon pro lov černé zvěře (1 bod)					
Zapůjčení koňského povozu (1 bod)					
Zapůjčení zbraní (1 bod)					
Zapůjčení loveckých psů (1 bod)					
				D. UBYTOVÁNÍ A CESTOVNÍ INFRASTRUKTURA	
				CELKOVÝ POČET BODŮ HONITBY (A+B+C+D)	

Metodika je založena na hodnocení přírodních zdrojů s důrazem na počet druhů v nabídce lovecké turistiky a velikost populace těchto druhů. Při větším počtu lovné zvěře se může snáze přizpůsobit produkt lovecké turistiky a vytvořit jej podle podmínek v průběhu roku (povětrnostní podmínky, doplňkové turistické nabídky v okolí apod.). Spoléhání se pouze na jeden druh zvěře může představovat potenciální riziko pro podnikání a obhospodařování honitby, které vystupuje do popředí v nepředvídatelných podmínkách (živelné pohromy, choroby zvěře, pandemie, terorismus apod.). Proto podle této metodiky mají honitby s větším množstvím kvalitní zvěře potenciálně větší možnosti rozvoje lovecké turistiky. Výsledky vytipovaly ty honitby, kde lze po většinu roku provozovat loveckou turistiku, což v určitých oblastech prodlužuje turistickou sezónu a má větší ekonomický efekt na místní komunitu, zejména ve venkovských oblastech, kde se provozují lovecké turistické aktivity.

Navrženou metodiku lze přizpůsobit hodnocení z hlediska pouze jednoho druhu zvěře. Všechny prvky v metodice lze hodnotit tak, jak jsou navrženy, kromě prvku přírodních zdrojů, kde by se hodnotila pouze hustota nebo početnost jednoho druhu zvěře (např. jelena). Takto by na konci hodnocení byly určeny potenciálně nejatraktivnější oblasti pro rozvoj lovecké turistiky, tedy pro realizaci lovu určitého druhu zvěře (např. jelena) v určité oblasti.

Případová studie 2: Odhad potenciálu lovecké turistiky v ČR

Cílem případové studie 2 bylo vyhodnotit potenciál loveckého cestovního ruchu v loveckých oblastech ve dvou krajích – Středočeském kraji a Jihočeském kraji. Kritéria pro hodnocení lovecké turistiky byla stanovena podle srbského případu. Některé indikátory byly upraveny podle místních podmínek a možností získávání dat. Výsledkem bylo stanovení lokalit mezinárodního, národního, regionálního a místního významu. Základ navrhované metodiky je uveden v následující tabulce.

Podle celkového počtu dosažených bodů jsou hodnocené lovecké oblasti kategorizovány jako: 1 lovecká destinace mezinárodního turistického významu sdružující 43 honiteb, z nichž 31 % obhospodařují Lesy České republiky; 15 oblastí národního turistického významu; 22 regionálního turistického významu a 5 místního turistického významu.

Navržená metodika měla za cíl zahrnout všechny faktory související s rozvojem lovecké turistiky. Kromě optimálního počtu zdravé a kvalitní zvěře je nutné rozvíjet i turistickou infrastrukturu, která zahrnuje nejen dopravní dostupnost, ale také ubytovací a stravovací služby. V souvislosti s myslivostí je možné dále rozvíjet navazující služby jako je úprava a preparace ulovené zvěře či jiné volnočasové aktivity. Vzhledem k nízké nabídce poplatkových lovů v České republice, kterou dnes tvoří převážně státní podniky, je zde obrovský potenciál rozvoje zejména pro soukromé honitby a myslivecké spolky. Vzhledem k nadměrným stavům spárkaté zvěře, klesajícímu počtu českých držitelů loveckých lístků, je třeba zapracovat zejména na propagaci možnosti poplatkových lovů v zahraničí, neboť cestování za lovem je mezi evropskými lovci stále oblíbenější.

Uvedená metodika je výchozím hodnocením lovecké turistiky v ČR. Pro přesnější hodnocení by bylo vhodnější provést hodnocení přímo pro honitby samotné. Vzhledem k tomu, že v mnoha případech bylo nutné uvažovat průměrné hodnoty pro větší území, došlo ke snížení celkových dosažených bodů. Jednoznačně nejvíce bodů dosáhly státní honitby, kde se projevila i zvýšená poptávka po lovech ze zahraničí.

Faktory pro hodnocení v Případové studii 2

LOKALITA (max. 20 bodů)					
Dopravní spojení (1-4)					
Vzdálenost od hlavního státního letiště nebo většího mezinárodního letiště (1-3)					
Počet vydaných loveckých lístků zahraničním lovcům (1-5)					
Typologie venkova (1-4)					
Hustota obcí (1-4)					
				A. LOKALITA	
PŘÍRODNÍ ZDROJE (max. 45 bodů)	Optimální populační hustota (4 body)	Přemnožená populace (3 body)	Střední hustota populace (2 body)	Malá populační hustota (1 bod)	
Jelen evropský					
Sika japonský					
Prase divoké					
Srnec obecný					
Daněk skvrnitý					
Muflon					
				PRŮMĚRNÉ ZÍSKANÉ BODY * KOEFICIENT 10	
Množství dostupných druhů v nabídce lovecké turistiky (1-5)					
				B. PŘÍRODNÍ ZDROJE	
NABÍDKA LOVU A PROPAGACE (max. 20 bodů)					
Správa honitby (1-3 bodů)					
Propagace na internetu (do 4 bodů)					
Propagace na sociálních sítích (do 2 bodů)					
Vystavování na loveckých veletrzích a výstavách trofejí (do 3 bodů)					
Existence nabídky lovu (do 4 bodů)					
Ceník (do 4 bodů)					
				C. NABÍDKA LOVU A PROPAGACE	
UBYTOVÁNÍ (max. 15 bodů)					
Počet ubytovacích zařízení na km^2 (1-6)					
Umístění ubytování (1-2)					
Počet pokojů v zařízení (1-4)					
Kategorie ubytování (1-3)					
				D. UBYTOVÁNÍ	
				CELKOVÝ POČET BODŮ OBLASTI (A+B+C+D)	

Případová studie 3: Odhad potenciálu lovecké turistiky v Maďarsku

Cílem případové studie 3 bylo prezentovat metodu hodnocení, která představuje míru využití honitby loveckou turistikou. Využití cestovního ruchu lze měřit příjmem z lovecké turistiky na jednotku honitby. Ještě důležitější je, že tato analýza má poskytnout náhled na motivaci, praktické aspekty a klíčové faktory úspěchu lovecké turistiky. K tomu byl zkoumán potenciál lovecké turistiky podle tří samostatných kritérií: přírodní podmínky, intenzita hospodaření s volně žijící zvěří a podnikatelské cíle.

Faktory hodnocení v Případové studii 3

Přírodní podmínky
1. Suché roviny pouze pro drobnou zvěř 2. Rovinaté plochy smíšené vegetace s mírnými přírodními podmínkami pro volně žijící spárkatou zvěř 3. Kopcovitý nebo horský region s průměrnými přírodními podmínkami pro volně žijící spárkatou zvěř 4. Záplavové pláně nebo kopcovité oblasti s vynikajícími přírodními podmínkami pro volně žijící spárkatou zvěř
Intenzita managementu volně žijící zvěře
1. Mírné zlepšení životních podmínek 2. Výrazně zvýšená hustota a kvalita populací zvěře, 3. Uplatnění zvýšených speciálních loveckých metod 4. Aplikace intenzivního mysliveckého managementu
Podnikatelské prostředí
1. Žádné poskytované lovecké služby 2. Honitby využívají možnosti prodeje poplatkových lovů k úhradě svých nákladů 3. Poskytovatelé částečně obchodně orientovaných služeb, vedení není tvořeno myslivci 4. Obchodně orientovaní poskytovatelé služeb

Z hlediska lovecké turistiky nejvyšší úroveň představují **lídři trhu**, kterými jsou typicky státní lesní podniky s výbornými přírodními podmínkami. Jejich obchodní model je založen na maximalizaci příjmů z komerčního lovu poskytováním špičkových služeb. Jejich infrastruktura je dobře rozvinutá, včetně loveckých chat různé úrovně služeb, udržovaných loveckých zařízení, terénních vozidel v dobrém stavu atd. Zaměstnávají vzdělané profesionální myslivce s vysokými standardy v myslivecké etice a pohostinství. Jejich služby jsou založeny na intenzivním managementu volně žijící zvěře, který se zaměřuje na poskytování špičkových loveckých příležitostí, včetně kapitálních trofejí. To vyžaduje intenzivní management zvěře, jako je udržování husté populace volně žijící zvěře, důsledné kontrolování a často i zakládání oplocených loveckých oblastí. Díky svému vedoucímu postavení získávají reputaci využitelnou pro budování značky. V rámci těchto charakteristik lze identifikovat podskupinu, která představuje honitby s mírně méně příznivými přírodními podmínkami. Protože nemohou konkurovat největším trofejím, snaží se najít specifické mezery na trhu.

Většinu honiteb obhospodařují **myslivecké spolky**. Jejich primárním cílem je lovit na svém území, a proto nejsou obchodně orientovaní a nejsou nuceni prodávat lovecké příležitosti. Komerční lov vidí jako příležitost, jak pomoci s financováním jejich provozu. Tradiční myslivecké spolky tvoří členové různého původu. Jejich vášeň pro lov, jejich věk a schopnosti, stejně jako jejich rozpočet na lovecké aktivity se velmi liší. Vzhledem k tomu, že poskytování loveckých služeb není v jejich zaměření, úroveň služeb zaostává za lídry na trhu. Jejich ceny odrážejí tuto situaci v nižší hodnotě než vůdci trhu za stejnou velikost trofeje a stejnou úroveň služeb. Jejich přírodní podmínky jsou ve velkém spektru, některé z nich mohou poskytnout kapitální trofeje a vynikající lovecké příležitosti, ale většina z nich se nachází v průměrných přírodních podmínkách. Zřídka používají techniky intenzivního managementu volně žijící zvěře a jen zřídka provádějí dlouhodobé investice, jako jsou lovecké chaty na vysoké úrovni. Je zde podskupina tvořená mysliveckými spolky s lepšími přírodními podmínkami a profesionálním managementem. Tyto honitby vykazují lovecké výsledky srovnatelné s lídry na trhu, ale stále platí nižší cenová hladina, vykazují velký potenciál v lovecké turistice a průzkum odhalil podobnou profesionalitu jako u lídrů trhu.

V nejméně příznivé skupině jsou zařazeny oblasti, které nejsou vhodné pro lov jelenů a divokých prasat, protože podmínky lokality jsou špatné, zejména je zde málo srážek pro udržení lesního porostu. Už jen tento limitující faktor vede k minimalistickému přístupu v lovecké turistice. Srnčí zvěř může být v těchto oblastech vedoucím produktem, ale pouze v případě, že je trofejová kvalita nadprůměrná. Jinak jedinou službou, kterou lze nabídnout, je drobná zvěř, tedy pořádání honů na bažanty a zajíce. Zajíce lze prodat a vyvézt i jako živé zvíře, což může přinést nemalé příjmy, ale je to mimo rámec lovecké turistiky. Honitby se v takové situaci snaží důsledně řídit náklady a využívat všech možností příjmů. Souhrnně lze konstatovat, že potenciál lovecké turistiky těchto revírů drobné zvěře je nízký jak z hlediska hodnoty jednotlivých loveckých služeb, tak z hlediska jejich celkových příjmů.

Výsledky tohoto průzkumu ukázaly, že lovecká turistika je fungující odvětví, které má dlouhou tradici, dobře zavedené obchodní procesy a stabilní finanční zázemí. Poskytovatelé služeb pokrývají potřeby širokého spektra komerčních lovců od špičkových až po nízkorozpočtové klienty.

Případová studie 4: Odhad (domácího) turistického potenciálu oblastí lovu tetřevů ve Finsku

Cílem případové studie 4 bylo odhalit zvýšené příjezdy loveckých turistů do finské státem vlastněné oblasti lovu drobné zvěře s vysokým potenciálem. Některé honitby jsou rok co rok velmi oblíbené, i když stavy zvěře jsou poměrně nízké. Ostatní oblasti přitom zůstávají nepopulární, přestože stavy tetřeva jsou dobré nebo dokonce vynikající. Zajímavé je, že některé z těchto méně oblíbených oblastí se nacházejí v těsné blízkosti těch nejoblíbenějších lovišť. Cílem této studie bylo prozkoumat faktory, které ovlivňují poptávku po povolenkách k lovu v každé lovecké oblasti, a identifikovat oblasti, kde by tyto faktory ovlivnily a znamenaly větší počty loveckých turistů. Faktory byly vybrány na základě kategorizace uvedené v úvodu této příručky, jmenovitě

- atraktivita zde vyjádřená jako hustota populace tetřeva v každé oblasti,
- dostupnost vyjádřená jako snadnost terénu s použitím typu lesa jako indikátoru a
- zařízení a služby vyjádřené jako dostupnost ubytování.

Vliv hustoty výskytu tetřeva a typu lesa na podíl neprodaných povolenek byl odhadnut pomocí regresního modelování. Výsledky z modelu se všemi oblastmi nebyly statisticky významné. Proto byl odhad proveden pouze pro oblasti v západním Laponsku, východním Laponsku a Pohjanmaa-Kainuu. V Horním Laponsku jsou podíly neprodaných povolenek relativně nízké. Horní Laponsko se od ostatních regionů liší tím, že se tam lov soustředí na lov bělokura, který má v jiných finských oblastech menší populace. Výsledky regresního modelování naznačují, že poptávku po povolenkách v západním a východním Finsku lépe vysvětlují jiné faktory.

59 loveckých oblastí pro drobnou zvěř tvořilo základ pro analýzu. V roce 2020 tyto plochy pokrývaly 2/3 vydaných a prodaných povolenek a cca 70 % neprodaných povolenek bylo alokováno do těchto oblastí. Podíl neprodaných povolenek je v Pohjanmaa-Kainuu a západním Laponsku nižší než ve východním Laponsku. Téměř polovina povolenek vydaných pro tyto tři regiony je přidělena východnímu Laponsku.

Koeficient pro hustotu byl záporný, což znamená, že zvýšení hustoty tetřeva pozitivně ovlivňuje poptávku po povolenkách. Koeficient pro typ lesa byl pozitivní a potvrdil předchozí očekávání: mladé porosty a lesy mohou být náročným terénem, a proto nejsou tak atraktivní pro turisty. Na základě odhadů se predikované hodnoty podílu neprodaných povolenek pohybovaly mezi -5 a 60, průměr byl 23.

Ve 26 loveckých oblastech model předpovídal lepší poptávku po povolenkách, než byla pozorována. Byly považovány za oblasti s nízkou poptávkou. Tyto oblasti byly vybrány k bližšímu zkoumání v další fázi této studie. Naproti tomu model předpovídal horší poptávku po povolenkách, než byla pozorována pro 32 oblastí s vysokou poptávkou. Každý ze tří studovaných širších regionů zahrnuje lovecké oblasti považované za potenciální z hlediska atraktivity a dostupnosti.

Vybrané oblasti s nízkou poptávkou jsou přirozeně především oblasti, které mají nejvyšší podíly neprodaných povolenek. Nicméně další zkoumání výsledků podporuje použití regresního modelování k výběru oblastí zájmu namísto pouhého soustředění se na oblasti s nejvyšším podílem neprodaných povolenek. Za prvé, je možné, že hustota tetřeva a typ lesa dobře vysvětlují, proč je poptávka po povolenkách v dané oblasti nízká. Některé oblasti v této analýze tuto možnost ilustrují: podíl neprodaných povolenek je tam poměrně vysoký (~30 %), ale protože predikovaná hodnota je také vysoká (~40 %), tyto oblasti nejsou v další fázi zkoumány. Za druhé, protože neexistuje jasné pravidlo, jak kategorizovat oblasti s vysokou nebo nízkou poptávkou, výsledky modelování poskytují jednu možnost řešení. V této studii je podíl neprodaných povolenek méně než 13 % v oblastech s vysokou poptávkou a větší než 33 % v oblastech s nízkou poptávkou. Oblasti s podíly mezi 13 % a 33 % jsou kategorizovány podle zbytkových hodnot (tj. rozdílu mezi pozorovanými a predikovanými hodnotami).

Cílem studie bylo identifikovat potenciální finské státem vlastněné oblasti lovu drobné zvěře, kde by se mohl zvýšit příliv loveckých turistů. Studie využívala regresní modelování a data o hustotě populace tetřeva a typu lesa spolu s kvalitativní analýzou dat o ubytování. V důsledku toho bylo identifikováno 13 potenciálních loveckých oblastí. V těchto oblastech by populace tetřeva, terén a ubytovací zařízení mohly umožnit zvýšení počtu loveckých turistů.

Analýza by mohla pokračovat rozhovory s cílovými skupinami složenými z odborníků na cestovní ruch, kteří mají znalosti o místních možnostech, spolu s aktivními loveckými turisty, kteří by se mohli podělit o své poznatky o faktorech, které ovlivňují jejich výběr destinace. Mezi možné faktory patří fragmentace loveckých oblastí, stav komunikací, vhodnost ubytovacích zařízení pro lovecké turisty a dostupnost dalších služeb.

APPENDIX D: THE EXTENDED SUMMARY AND CASE STUDY OF ESTIMATING HUNTING TOURISM POTENTIALS IN HUNGARIAN LANGUAGE

Bővített összefoglaló

Ez az útmutató tananyagként szolgál a vadászturizmus területén történő oktatáshoz. Fő célja, hogy bemutassa a vadászturisztikai potenciál értékelésére vonatkozó módszertani lehetőségeket különböző országokban.

A vadászatturizmus a vadgazdálkodás része és olyan vadászok utazásából és tevékenységeiből áll, akiknek elsődleges motivációja a vadászat. A vadászturisztikai tevékenységek és azok sikere a megfelelő vadállomány meglététől függ. A vad az alapvető természeti erőforrás, amely megszabja a vadászturizmus fejlődését és ezért a vadászat és a turisztikai tevékenységek alapvető mozgatórugója. Tehát a vadászturizmus a turizmus egy sajátos formája, ahol a legtöbb más turisztikai formától eltérően természeti erőforrásokat használnak fel. A vadászturizmus így fogyasztási tevékenységnek minősül a vadon élő állatokhoz kapcsolódó turizmuson belül. Ez magában foglalja a vadvilág elsődleges természeti erőforrásának kiaknázását, elpusztítását és közvetlen értékesítését.

Egy vadászterület mint turisztikai célpont fő vonzereje egy vagy több, a vadászati turizmus szervezése szempontjából releváns, megfelelő mennyiségi és minőségi jellemzőkkel rendelkező vadfaj. A vadászterületek vonzerejéhez jelentős mértékben járul hozzá azok rekreációs és esztétikai potenciálja is. A vadászterületek vonzerejét a szükséges vadászati létesítmények egészítik ki. Minden vadászturisztikai desztináció fontos szegmense a megfelelő szálláshelyek és egyéb szolgáltatások biztosítása a vadászterületen. Ezek közé tartoznak a kényelmes vadászházak, a vadászkutyák kenneljei, a sport- és rekreációs létesítmények, valamint a szórakoztató tevékenységek. A megközelíthetőség szintén fontos szempont egy vadászturisztikai célpont esetében.

A vadászturisztikai potenciál értékelése

A turisztikai valorizáció mint a turisztikai érték minőségi és mennyiségi értékelése, a turisztikai tervezés jelentős szakasza, egyúttal nagyon összetett folyamat, különösen a turisztikai potenciál motívumának és alkotóelemeinek értékelésével kapcsolatos részben. A turizmus valorizációja nemcsak egy megfelelő módszer a helyszín turisztikai vonzerejének értékelésére, hanem fontos kiindulópontja bármely desztináció turisztikai fejlesztési terveinek.

Ellentétben más turisztikai értékekkel, amelyek jól kutatottak, a vadászati turisztikai desztinációk valorizációjával kapcsolatban nem áll rendelkezésre elegendő módszertani kutatás. A vadászturisztikai valorizációnak magában kell foglalnia az összes fontos erőforrás vagy érték értékelését mikro- (vadászterület), mezo- (vadgazdálkodási táj) és makroterv (az ország összes vadászturisztikai területe) szintjén. A vadászati turisztikai desztinációk értékelésénél a következőket kell értékelni: megközelíthetőség, természeti jellemzők, emberi erőforrások és létesítmények.

A könyvben bemutatott esettanulmányokat különböző országokban dolgozták ki: Csehországban, Finnországban, Magyarországon és Szerbiában. Ezen országok között erős hasonlóságok és nagy különbségek azonosíthatók a természeti adottságok, a földrajzi elhelyezkedés, a vadászati hagyományok stb. szempontjából. Csehország és Szerbia nagyon hasonló módszereket alkalmazott, példát szolgáltatva arra, hogy egy értékelési módszertan hogyan igazítható a nemzeti sajátosságokhoz, főleg az adatok rendelkezésre állása és hozzáférhetősége szempontjából. Mindkét országban a régiókat, illetve a vadászterületeket különböző forrásokból gyűjtött nagy adatkészletek alapján elemezték, és egy előre meghatározott pontozási módszer szerint értékelték. Magyarország és Finnország ezzel szemben más utat választott. Bár Magyarországon a vadász turisztikai ágazat ugyanazokat a jellemzőket mutatja, mint Csehországban és Szerbiában, a "vadászturisztikai potenciál" eltérő értelmezése miatt a bemutatott módszer inkább kvalitatív elemzésre, kevésbé a mennyiségi adatokra támaszkodik. Finnország esete azzal a nagyon speciális problémával foglalkozik, hogy bizonyos vadászturisztikai lehetőségeket miért nem használnak ki teljes mértékben, és az elemzés statisztikai módszereken alapul.

A turizmusban rejlő lehetőségek értékelése fontos része a későbbi fejlődésnek. A vadászturizmus esetében az értékelés bonyolultabb, mivel ez egy nagyon sajátos turisztikai forma, eltérő ügyfélkörrel és annak igényeivel. Mindazonáltal a bemutatott kiadvány keretében olyan esettanulmányok készültek, amelyek különböző lehetőségeket mutatnak be a lehetőségek értékelésére. A potenciálnak a meghatározott tényezőkön alapuló értékelése tűnik a legmegfelelőbbnek, mivel a tényezők értékelése és számszerűsítése módszertanilag egyértelműen le van írva és így könnyen összehasonlítható. Az adatgyűjtés során probléma lehet, ha a javasolt módszertan szerint az adatok nem állnak rendelkezésre, így az eredeti modellt módosítani kell, ami hibákhoz és eltérésekhez vezethet. Végül, de nem utolsósorban ez az értékelt egységektől, azok méretétől, az adatok elérhetőségétől és értelmezési lehetőségeitől is függ. Az értékelt egységen belüli irányított mélyinterjúk esetében a valóság jobban tükröződik, azonban itt az eredmények nagyon szubjektívek, és az értékelés a kérdőívet készítő személytől, majd az adott interjú készítőjétől és értelmezőjétől is függ, beleértve az utólagos összehasonlítást is. A kvalitatív és kvantitatív kutatás kombinációja egy lehetőségnek tűnik, de erőforrás-igényes, mind személyi, mind pedig különösen pénzügyi szempontból.

1. esettanulmány: Vadászturisztikai potenciál értékelése a vajdasági régióban (Szerbia).

Az 1. esettanulmány célja az volt, hogy kritériumokat határozzon meg a vadászturisztikai potenciál értékelésére és felmérje a vajdasági (Észak-Szerbia) vadászterületek vadászati turisztikai potenciálját. A javasolt módszertan a vadászturisztikai desztináció valamennyi elemének megfigyelésén, felmérésén és értékelésén alapul. Felméri a természeti, anyagi és emberi erőforrásokat, hogy meghatározza a vadászturizmus fejlesztéséhez potenciálisan legvonzóbb vadászterületeket.

Az 1. esettanulmányban szereplő értékelési elemek

HELYSZÍN (max. 20 pont)					
Forgalmi összeköttetés (1-5)					
Elhelyezkedés az országon belüli és a külföldi kibocsátó területekhez viszonyítva (1-4)					
Távolság a fő állami vagy egy nagyobb nemzetközi repülőtértől (1-3)					
Elhelyezkedés más vonzó hazai vadászterületekhez képest (1-4)					
Elhelyezkedés más vonzó külföldi vadászterületekhez képest (1-4)					
A. HELYSZÍN					
TERMÉSZETI ERŐFORRÁSOK (max. 45 pont)	Optimális állománysűrűség (4 pont)	Túlnépesedés (3 pont)	Közepes állománysűrűség (2 pont)	Kis állománysűrűség (1 pont)	
Gímszarvas					
Vaddisznó					
Őz					
Dámszarvas					
Mezei nyúl					
Fácán					
KAPOTT ÁTLAGPONTOK * 10-ES EGYÜTTHATÓ					
A vadászturisztikai kínálatban elérhető fajok száma (1-5)					
B. TERMÉSZETI ERŐFORRÁSOK					
EMBERI ERŐFORRÁSOK (max. 20 pont)					
Vadgazdák és kísérővadászok (legfeljebb 3 pont)					
Egy vagy több idegen nyelv ismerete (legfeljebb 2 pont)					
Internetes jelenlét (legfeljebb 2 pont)					
Jelenlét a közösségi médiában (legfeljebb 1 pont)					
Kiállítás a vadászvásárokon és trófeakiállításokon (max. 3 pont)					
Nyomtatott kiadványok (legfeljebb 3 pont)					
Árjegyzék – Vadárak a hazai vadászterületekhez képest (1-3 pont)					
Árjegyzék – Vadárak a külföldi vadászterületekhez képest (1-3 pont)					
C. EMBERI ERŐFORRÁSOK					
SZÁLLÁS ÉS TURISZTIKAI INFRASTRUKTÚRA (SZOLGÁLTATÁSOK) (max. 15 pont)					
Szálláslehetőségek (max. 6 pont)					
A szállás elhelyezkedése (max. 2 pont)					
Megfelelő számú lőállás (2 pont)					
Apróvad vadászat poligonja (1 pont)					
Vaddisznóvadászat poligonja (1 pont)					
Lovaskocsi bérlése (1 pont)					
Vadászfegyverek kölcsönzése (1 pont)					
Vadászkutyák bérlése (1 pont)					
D. SZÁLLÁS ÉS IDEGENFORGALMI INFRASTRUKTÚRA					
A VADÁSZTERÜLET TELJES BECSÜLT ÉRTÉKE (A+B+C+D)					

Az összpontszám alapján az értékelt vadászati célpontok a következő kategóriákba sorolhatók: **1** nemzetközi turisztikai jelentőségű vadászati célpont, amely azösszes megfigyelt vadászterület 2,6% -a; **13** országos turisztikai jelentőségű, ami az összes megfigyelt vadászterület 33,3%-a; **20** regionális turisztikai jelentőségű, amely az összes megfigyelt vadászterület 51,3%-a, és **5** helyi turisztikai jelentőségű, ami az összes megfigyelt vadászterület 12,8%-a. Az eredmények azt mutatták, hogy a Vajdaság északkeleti részén található vadászterületek nagyon hasonló helyzetben vannak a pontok szerint. Ez azt jelzi, hogy ezek a vadászterületek együttműködhetnek a piacra való közös belépés és az egységes vadászturisztikai termék kialakítása érdekében. Nemzeti szinten pedig külön alrégióként különíthetők el, és a promóciós tevékenységek kifejezetten ezekhez a vadászterületekhez lehet igazítani.

A módszertan a természeti erőforrások felmérésén alapul, hangsúlyt fektetve a vadászturizmus kínálatában szereplő fajok számára és azok populációméretére. Ha ugyanis egy vadászterület több vadfajjal rendelkezik, könnyebben hozzájuk igazíthatja a vadászturisztikai termékét, és azt az év közbeni körülményeknek megfelelően tudja kialakítani (időjárási viszonyok, kiegészítő turisztikai kínálat a környéken stb.). Ha csak egyféle vadra támaszkodunk, az potenciális kockázatot jelenthet a vadászterületre üzleti és gazdálkodási szempontból, ami előre nem látható körülmények között (természeti katasztrófák, vadbetegségek, járványok, terrorizmus stb.) előtérbe kerülhet. Ezért e módszertan szerint a nagyobb számú minőségi vaddal rendelkező vadászterületek potenciálisan nagyobb lehetőségeket kínálnak a vadászturizmus fejlesztésére. Az eredmények azokat a vadászterületeket emelték ki, ahol az év nagy részében vadászturisztikai tevékenységet lehet folytatni, ami bizonyos területeken meghosszabbítja az idegenforgalmi szezont, és nagyobb gazdasági hatást gyakorol a helyi közösségre, különösen a vidéki területeken, ahol vadászturisztikai tevékenységeket folytatják.

A javasolt módszertan csak egy vadfaj szempontjából történő értékeléshez igazítható. A módszertan minden eleme a javasolt módon értékelhető, kivéve a természeti erőforrások elemét, ahol csak egy vadfaj (pl. szarvas) populáció sűrűségét vagy állománysűrűségét értékelnénk. Ily módon az értékelés végén a vadászturizmus fejlesztéséhez, azaz egy bizonyos vadfajra (pl. szarvasra) irányuló turisztikai vadászat megvalósításához a potenciálisan legvonzóbb vadászterületek kerülnének kiválasztásra az adott területen.

2. esettanulmány: Vadászturisztikai potenciál értékelése Csehországban

A 2. esettanulmány célja az volt, hogy felmérje a vadászterületek vadászturisztikai potenciálját két régióban: a közép-csehországi régióban és a dél-csehországi régióban. A vadászturizmus értékelésének kritériumait szerb esettanulmányhoz hasonlóan határozták meg. Néhány mutatót a helyi körülményeknek és az adatszerzési lehetőségeknek megfelelően módosítottak. Eredmények a nemzetközi, országos, regionális és helyi jelentőség tekinthető. A javasolt módszertan alapjait az alábbi táblázat mutatja be.

A 2. esettanulmányban szereplő értékelési elemek

HELYSZÍN (max. 20 pont)					
Forgalmi összeköttetés (1-4)					
Távolság a fő állami repülőtértől vagy egy nagyobb nemzetközi repülőtértől (1- 3)					
Külföldi vadászok részére kiállított vadászati engedélyek száma (1 – 5)					
Vidéki tipológia (1 – 4)					
A települések sűrűsége (1-4)					
				A. HELYSZÍN	
TERMÉSZETI ERŐFORRÁSOK (max. 45 pont)	Optimális állománysűrűség (4 pont)	Túlnépesedés (3 pont)	Közepes állománysűrűség (2 pont)	Kis állománysűrűség (1 pont)	
Gímszarvas					
Szikaszarvas					
Vaddisznó					
Őz					
Dámszarvas					
Muflon					
				KAPOTT ÁTLAGPONTOK * 10-ES EGYÜTTHATÓ	
A vadászturisztikai kínálatban elérhető fajok száma (1-5)					
				B. TERMÉSZETI ERŐFORRÁSOK	
VADÁSZATI ÉS PROMOÓCIÓS AJÁNLAT (max. 20 pont)					
Vadászterület-gazdálkodás (1 - 3)					
Internetes jelenlét (legfeljebb 4 pont)					
Jelenlét a közösségi médiában (legfeljebb 2 pont)					
Kiállítás vadászvásárokon és trófeakiállításokon (max. 3 pont)					
Vadászati ajánlat (legfeljebb 4 pont)					
Árjegyzék (legfeljebb 4 pont)					
				C. VADÁSZATI ÉS PROMÓCIÓS AJÁNLAT	
SZÁLLÁS (max. 15 pont)					
Szálláshelyek száma km^2-ként (1 - 6 pont)					
A szálláshelyek elhelyezkedése (1 – 2 pont)					
Szobák száma (1-4 pont)					
A szálláshely kategóriája (1 – 3 pont)					
				D. SZÁLLÁS	
				A VADÁSZTERÜLET TELJES BECSÜLT ÉRTÉKE (A+B+C+D)	

Az összpontszám alapján az értékelt vadászati desztinációk a következő kategóriákba sorolhatók: **1** nemzetközi turisztikai jelentőségű vadászati desztináció, amely 43 vadászterületet foglal magában, amelyek 31%-a Cseh Állami Erdészet kezelésében van; **15** országos turisztikai jelentőségű; **22** regionális turisztikai jelentőségű és **5** helyi turisztikai jelentőségű.

A javasolt módszertan célja az volt, hogy a vadászturizmus fejlesztésével kapcsolatos valamennyi tényezőt figyelembe vegye. Az egészséges és jó minőségű vad optimális száma mellett szükség van a turisztikai infrastruktúra fejlesztésére is, amely nemcsak a megközelítés lehetőségeit, hanem a szálláshelyeket és a vendéglátóipari szolgáltatásokat is magában foglalja. A vadászattal összefüggésben lehetőség van a kapcsolódó szolgáltatások továbbfejlesztésére, mint például a lőtt vad előkészítése vagy más szabadidős tevékenységek. A bérvadászat alacsony kínálata miatt a Cseh Köztársaságban, amely ma főként állami tulajdonú vállalkozásokból áll, hatalmas fejlődési lehetőség van, különösen a magán vadászterületek és vadászegyesületek számára. A túlzottan nagyszámú patás vadállomány és a cseh vadászati engedéllyel rendelkezők csökkenő száma miatt fokozni kell a bérvadászatok népszerűsítését külföldieknek, mivel a vadászatra való utazás egyre népszerűbb az európai vadászok körében.

Az említett módszertan a csehországi vadászturizmus kezdeti értékelése. A pontosabb értékelés érdekében célszerűbb lenne az értékelést közvetlenül a vadászterületeken elvégezni. Mivel az átlagértékeket sok esetben nagyobb területen kellett értelmezni, az elért összpontszám csökkent. A legtöbb pontot egyértelműen az állami vadászterületek érték el, ahol a külföldről érkező vadászatok iránti megnövekedett kereslet is megmutatkozott.

3. esettanulmány: Vadászturisztikai potenciál becslése Magyarországon

A 3. esettanulmány célja egy olyan értékelési módszer bemutatása volt, amely a vadászterületek vadászturisztikai hasznosítási szintjét mutatja be. A turisztikai hasznosítás a vadászturizmusból származó, egységnyi vadászterületre jutó bevétellel mérhető. Ami ennél is fontosabb, az elemzés célja, hogy betekintést nyújtson a vadászturizmus motivációiba, gyakorlati vonatkozásaiba és kulcsfontosságú sikertényezőibe. Ennek érdekében a vadászturisztikai potenciált három különböző kritérium alapján vizsgálták: természeti adottságok, a vadgazdálkodás intenzitása és az üzleti célok.

A 3. esettanulmányban szereplő értékelési elemek

Természeti adottságok
1. Száraz síkságok csak apróvadak számára 2. Vegyes növényzetű síkságok, mérsékelt természeti feltételekkel a vadon élő patás állatoknak 3. Dombos vagy hegyvidéki területek, közepes természeti feltételekkel a vadon élő patás állatoknak 4. Árterületek vagy dombvidékek, kiemelkedő természeti feltételekkel a vadon élő patás állatoknak
A vadgazdálkodás intenzitása
1. Az életkörülmények mérsékelt javulása 2. Jelentősen megnövekedett állománysűrűség és minőség, 3. A vadászat sajátos formáinak alkalmazása 4. Intenzív vadgazdálkodási technikák alkalmazása
Üzleti célok
1. Nem nyújtanak vadászati szolgáltatásokat 2. A vadászterületek kihasználják a lehetőséget, hogy vadászati szolgáltatásokat értékesítsenek költségeik fedezésére 3. Félig üzletorientált szolgáltatók; A menedzsment elválik a vadászoktól 4. Üzletorientált szolgáltatók

A vadászati turizmus szempontjából a legmagasabb szintet a **piacvezetők** képviselik, amik jellemzően állami erdőgazdaságok kiváló természeti adottságokkal. Üzleti modelljük alapja a kereskedelmi vadászatból származó jövedelem maximalizálása felső kategóriás szolgáltatások nyújtásával. Infrastruktúrájuk jól kiépített, beleértve a különböző szolgáltatási szintű vadászházakat, a karbantartott vadászati létesítményeket és a jó állapotú terepjárókat stb. Képzett hivatásos vadászokat alkalmaznak, akik magas szintű vadászati etikával és vendégszeretettel rendelkeznek. Szolgáltatásaik alapja az intenzív vadgazdálkodás, amely a piacvezető vadászati lehetőségek biztosítására összpontosít, beleértve a kapitális trófeákat és a nagyterítékű vadászati napokat. Ez olyan intenzív gazdálkodási technikákat jelent, mint a nagysűrűségű vadállomány fenntartása, a szigorú selejtezés és sokszor bekerített vadászterületek létrehozása. Vezető pozíciójuknak köszönhetően hírnévre tesznek szert, amely felhasználható a márkaépítéshez. Ezen a halmazon belül azonosítható egy olyan alcsoport, amely valamivel kedvezőtlenebb természeti adottságú vadászterületeket képvisel. Mivel nem tudnak versenyezni a legnagyobb trófeákkal, megpróbálnak speciális piaci réseket találni.

A legtöbb vadászterületet **vadásztársaságok** kezelik. Elsődleges céljuk, hogy vadászhassanak a területükön, ezért nem üzlet orientáltak, és nem kényszerülnek vadászati lehetőségek értékesítésére. A kereskedelmi vadászatra úgy tekintenek, mint egy lehetőségre, amely segít finanszírozni a működésüket. A hagyományos vadászegyesületet különböző hátterű tagok alkotják. A vadászat iránti szenvedélyük, életkoruk és képességeik, valamint vadászati költségvetésük nagyon eltérő. Mivel a vadászati szolgáltatások nyújtása nem központi kérdés a számukra, a szolgáltatásuk színvonala elmarad a piacvezetőkétől. Az árképzésük tükrözi ezt a helyzetet, hiszen azonos trófeaméret és azonos szintű szolgáltatás esetén alacsonyabb árakat alkalmaznak, mint a piacvezetők. Természeti adottságaik széles spektrumban mozognak, némelyikük kapitális trófeákat és kiemelkedő vadászati lehetőségeket nyújthat, de többségük átlagos körülmények között működik. Ritkán alkalmaznak intenzív vadgazdálkodási technikákat, és ritkán hoznak létre hosszú távú beruházásokat, például magas színvonalú vadászházakat. Van egy alcsoport, amelyet a jobb természeti adottságokkal rendelkező vadászegyesületek alkotnak professzionális menedzsmenttel. Ezek a vadászterületek a piacvezetőkéhez hasonló vadászati eredményeket mutatnak, de alacsonyabb árszint továbbra is érvényes. Ezek a vadászterületek nagy potenciált mutatnak a vadászturizmusban, és a felmérés a piacvezetőkhöz hasonló professzionalizmust mutatott ki.

A legkedvezőtlenebb helyzetben a vadászterületek nem alkalmasak gímszarvas és vaddisznó számára, mert a terület adottságai rosszak, különösen a csapadékmennyiség túl alacsony az erdőtakaró fenntartásához. Ez a korlátozó tényező önmagában is a vadászturizmushoz való **minimalista** hozzáálláshoz vezet. Az ilyen területeken az őz lehet a vezető termék, de csak akkor, ha a trófea minősége átlagon felüli. Ellenkező esetben az apróvad-, azaz fácán- és nyúlvadászat az egyetlen olyan szolgáltatás, amelyet jelentős volumenben fel lehet ajánlani. A nyúl élő állatként is értékesíthető és exportálható, ami jelentős bevételt hozhat, de nem tartozik a vadászturizmus témakörébe. Az ilyen helyzetben lévő vadászterületek megpróbálják szigorúan kezelni a költségeket és kihasználni az összes bevételi lehetőséget. Összefoglalva, az ilyen **apróvadas vadászterületek** vadászturisztikai potenciálja mind az egyes vadászati szolgáltatások értékét, mind teljes bevételét tekintve alacsony.

4. esettanulmány: A (belföldi) turisztikai potenciál értékelése Finnország erdei vadászterületein

A 4. esettanulmány célja az volt, hogy feltárja a finn állami tulajdonban lévő apróvadas vadászterületeket, amelyek nagy potenciállal rendelkeznek a vadászturizmus növelésére. Egyes vadászterületek nagyon népszerűek évről évre, még akkor is, ha a vadállomány viszonylag alacsony. Ugyanakkor más területek népszerűtlenek maradhatnak, annak ellenére, hogy az erdei fajd állományuk jó vagy akár kiváló. Érdekes módon e népszerűtlen területek némelyike a legnépszerűbb vadászterületek közelében található. Ennek a tanulmánynak az volt a célja, hogy megvizsgálja azokat a tényezőket, amelyek befolyásolják a vadászati engedélyek iránti keresletet az egyes vadászterületeken, és azonosítsa azokat a területeket, ahol ezek a tényezők nagyobb vadászturista-számot tennének lehetővé. A tényezőket az útmutató bevezetőjében bemutatott kategorizálást követve választottuk ki, nevezetesen:

- az egyes területek erdei fajd állománysűrűségében kifejezett vonzereje,
- a megközelíthetőség, amit a terep könnyű megközelíthetősége fejez ki, az erdőtípus mint mutató alapján, és
- létesítmények és szolgáltatások a szálláshely elérhetőségében kifejezve.

Az állománysűrűség és az erdőtípus hatását az eladatlan engedélyek arányára regressziós modellezéssel becsülték meg. Az összes területet tartalmazó modell eredményei statisztikailag nem voltak szignifikánsak. Ezért a becslést csak Nyugat-Lappföld, Kelet-Lappföld és Pohjanmaa-Kainuu területeire végezték. Felső-Lappföldön az eladatlan engedélyek aránya viszonylag alacsony. Felső-Lappföld abban különbözik a többi régiótól, hogy az ottani vadászat a sarki hófajdra összpontosít, amelyek más finn területeken kisebb populációkkal rendelkeznek. A regressziós modellezési eredmények arra utalnak, hogy más tényezők jobban magyarázzák az engedélyek iránti keresletet a Nyugat- és Kelet-Finnországban

Az elemzés alapját a fennmaradó 59 apróvadas vadászterület képezte. 2020-ban ezek a területek a kiadott és eladott engedélyek 2/3-át fedték le, és az eladatlan engedélyek mintegy 70% -át ezekre a területekre osztották ki. Az eladatlan engedélyek aránya Pohjanmaa-Kainuuban és Nyugat-Lappföldön alacsonyabb, mint Kelet-Lappföldön. Az e három régióra kiadott engedélyek közel felét Kelet-Lappföldre osztották ki.

Az állománysűrűség együtthatója negatív volt, ami arra utal, hogy az állománysűrűség növekedése pozitívan befolyásolja az engedélyek iránti keresletet. Az erdőtípus együtthatója pozitív volt, ami megerősítette az előzetes várakozást: a fiatal állományok és erdők nehéz terepet jelenthetnek, és ezért kevésbé vonzóak a turisták számára. A becslések alapján az eladatlan engedélyek arányának előrejelzett értéke -5 és 60 között változott, az átlag 23 volt.

26 vadászterületen a modell a megfigyeltnél nagyobb keresletet jósolt az engedélyekre. Alacsony keresletű területeknek tekintették őket. Ezeket a területeket választották ki a tanulmány következő szakaszában történő alaposabb vizsgálatra. Ezzel szemben 32 nagy keresletű terület esetében a modell a megfigyeltnél rosszabb keresletet jelzett előre az engedélyekre. A három vizsgált tágabb régió mindegyike tartalmaz potenciálisan vonzó és elérhető vadászterületeket.

Természetesen a kiválasztott alacsony keresletű területek elsősorban azok a területek, ahol a legmagasabb az eladatlan engedélyek aránya. Az eredmények további vizsgálata azonban azt támasztja alá, hogy inkább regressziós modellezéssel válasszuk ki az érdeklődésre számot tartó területeket, ahelyett, hogy egyszerűen azokra a területekre koncentrálnánk, ahol a legmagasabb az eladatlan engedélyek aránya. Először is, lehetséges, hogy az állománysűrűség és az erdőtípus jól megmagyarázza, hogy miért alacsony az engedély iránti kereslet egy adott területen. Ebben az elemzésben néhány terület jól példázza ezt a lehetőséget: az eladatlan engedélyek aránya itt meglehetősen magas (~30%), de mivel az előrejelzett érték is magas (~40%), ezeket a területeket a következő szakaszban nem vizsgálják. Másodszor, mivel nincs egyértelmű szabály arra vonatkozóan, hogyan lehet a területeket magas vagy alacsony keresletű területként kategorizálni, a modellezési eredmények egy megoldási lehetőséget kínálnak. Ebben a tanulmányban az eladatlan engedélyek aránya kevesebb mint 13% a nagy keresletű területeken és több mint 33% a kis keresletű területeken. A 13% és 33% közötti részesedéssel rendelkező területeket a maradványértékek (azaz a megfigyelt és az előre jelzett értékek közötti különbség) alapján kategorizáljuk.

A tanulmány célja az volt, hogy meghatározza azokat a potenciális finn állami tulajdonú apróvadas vadászterületeket, ahol a vadászturista forgalom növekedhetne. A tanulmány regressziós modellezést és az erdei fajd állománysűrűségére és az erdőtípusra vonatkozó adatokat, valamint a szállásadatok kvalitatív elemzését alkalmazta. Ennek eredményeként 13 potenciális vadászterület lett azonosítva. Ezeken a területeken a fajdállomány a terep és a szálláshelyek lehetővé tehetné a vadászturisták számának növekedését.

Az elemzést fókuszcsoportos kutatással lehetne folytatni, amelyekbe a helyi lehetőségeket ismerő turisztikai szakértők, valamint olyan aktív vadászturisták lennének bevonva, akik megoszthatják meglátásaikat az úti céljuk választását befolyásoló tényezőkről. A lehetséges tényezők közé tartozik például a vadászterületek szétagoltsága, az útviszonyok, a szálláshelyek alkalmassága a vadászturisták számára, valamint az egyéb szolgáltatások elérhetősége.

APPENDIX D: THE EXTENDED SUMMARY AND CASE STUDY OF ESTIMATING HUNTING TOURISM POTENTIALS IN FINNISH LANGUAGE

Tiivistelmä

Tämä opaskirja on laadittu metsästysmatkailun opetusta varten. Se tarjoaa tietoa siitä, kuinka ja minkälaisten menetelmien avulla metsästysmatkailumahdollisuuksia voidaan arvioida eri maissa.

Metsästysmatkailu on osa riistataloutta. Se on matkailua, jonka pääasiallisena tarkoituksena on metsästys. Metsästysmatkailun onnistunut toteutus edellyttää riittäviä riistakantoja, jotka määrittelevät keskeisesti metsästysmatkailun kehittämistä. Ilman niitä metsästysmatkailu ei ole mahdollista. Päinvastoin kuin moni muu matkailun muoto, metsästysmatkailu perustuu luonnonvarojen kuluttamiseen. Se perustuu riistaeläinten hyödyntämiseen ja surmaamiseen ansaitsemistarkoituksessa. Metsästysmatkailu onkin luokiteltu luonnonvaroja kuluttavaksi luontomatkailuksi (consumptive tourism).

Metsästysmatkailukohteen houkuttelevuuden määrittelee pääosin yhden tai useamman riistaeläinkannan suuruus ja laatu (trofeet ym.). Myös kohteen tarjoamat muut vapaa-ajan viettomahdollisuudet ja maisemalliset arvot ovat merkittäviä tekijöitä. Hyvin toimivat tilat ja palvelut ovat niin ikään tärkeitä. Majoittuminen mukavassa metsästysmajassa, asianmukaiset tilat ja liikuntamahdollisuudet koirille sekä erilaiset virkistysmahdollisuudet ovat merkittävä osa onnistunutta metsästysmatkailuelämystä. Hyvä metsästysmatkailukohde on myös helposti saavutettava.

Metsästysmatkailukohteen mahdollisuuksien arvioiminen

Matkailun ja sen mahdollisuuksien laadullinen ja määrällinen arviointi on aina tärkeä osa matkailukohteen suunnittelua. Kohteen houkuttelevuuteen vaikuttavien keskeisten tekijöiden ja matkailijoiden motiivien arvottaminen on haastavaa. Se on kuitenkin tärkeä ensimmäinen askel minkä tahansa matkakohteen kehittämisessä. Toisin kuin monien muiden matkailusektoreiden osalta, metsästysmatkailukohteiden potentiaalin arviointiin ei ole tarjolla vakiintuneita menetelmiä. Metsästysmatkailukohteiden mahdollisuuksien arvioinnin tulisi pitää sisällään keskeiset resurssit ja mahdollisuudet mikrotasolla (metsästysmatkailukohde), aluetasolla (metsästysmatkailualueet) ja makrotasolla (jokin maa, esimerkiksi Suomi metsästysmatkailukohteena). Metsästysmatkailukohteita arvioitaessa on tärkeätä ottaa huomioon mm. sen saavutettavuus, luonnon ominaispiirteet ja saaliskanta, henkilöstöresurssit sekä käytettävissä olevat tilat.

Tässä opaskirjassa esitellyt tapaustutkimusesimerkit metsästysmatkailupotentiaalin arvioinnista ovat neljästä eri maasta: Tšekistä, Serbiasta, Unkarista ja Suomesta. Maiden välillä on metsästysmatkailun suhteen merkittäviä eroja, mutta myös yhteneväisyyksiä, niin luonnonolosuhteiden, maantieteellisen sijainnin kuin metsästysperinteidenkin osalta. Tšekin ja Serbian esimerkeissä on käytetty samantapaisia arviointimenetelmiä. sillä molemmissa maissa on ollut käytettävissä runsaasti samankaltaista tilastotietoa, ja ~~sekä~~ metsästysmatkailu perustuu samankaltaisiin järjestelyihin. Näiden kahden maan esimerkkejä onkin voitu analysoida ennalta määritellyllä pisteytysmenetelmällä. Unkarissa ja Suomessa on puolestaan päädytty erilaisiin lähestymistapoihin. Vaikka metsästysmatkailuolosuhteet Unkarissa muistuttavat pitkälti Tšekin ja Serbian vastaavia, arvioidaan tässä opaskirjassa esitetyssä esimerkissä metsästysmatkailupotentiaalia pääasiassa laadullisten menetelmien avulla. Suomen tilastollisin menetelmin tehty esimerkki puolestaan keskittyy erityiskysymykseen siitä, miksi joidenkin kohteiden potentiaalia ei pystytä täysin hyödyntämään.

Vaikka matkailumahdollisuuksien arviointi on tärkeä osa sen kehittämistä, metsästysmatkailun tapauksessa potentiaalin arviointi on tavanomaista vaikeampaa, sillä kyseessä on niche-

matkailusektori, jonka asiakaskunta ja sen vaatimukset ovat erityisiä. Tässä julkaisussa esiteltävien malliesimerkkien avulla tutustutaan siihen, kuinka matkailukohteen tai alueen metsästysmatkailupotentiaalia voidaan arvioida. Periaatteessa yhteinen kansainvälinen arviointimenetelmä, olisi metodologisesti selkein tapa tuottaa vertailukelpoista aineistoa. Kuitenkin metsästysmatkailu ja sen asiakkaat ovat hyvinkin erilaisia eri maissa, jolloin yhteinen arviointimenetelmä ei ole mielekäs. Käytännössä ongelmia tulee helposti vastaan myös aineistonkeruuvaiheessa – kaikista maista ei löydy samankaltaisia tilastotietoja ja laadittua kansainvälistä mallia jouduttaisiin muokkaamaan. Tällöin tieto ei enää ole vertailukelpoista. Haastattelujen avulla, laadullisia menetelmiä käyttäen, voidaan päästä kiinni tarkemmin arvioitavien metsästysmatkailukohteiden kiinnostavuuteen. Toisaalta taas saadut tulokset ovat hyvin subjektiivisia, sillä sekä haastattelutilanne että haastattelujen analysointi ja tulosten vertailu pohjautuvat arvioijan henkilökohtaiseen tulkintaan. Myöskään saatujen tulosten yleistäminen ei ole mahdollista. Parhaita arvioita metsästysmatkailukohteen potentiaalista saataisiinkin todennäköisesti yhdistämällä määrällistä ja laadullista analyysiä, mutta se vaatii paljon tutkimusresursseja.

Esimerkki 1: Metsästysmatkailun kehittämismahdollisuuksien arviointi Vojvodinan alueella Serbiassa

Ensimmäisen esimerkin tarkoituksena oli laatia mittarit metsästysmatkailupotentiaalin arviointiin ja mitata Pohjois-Serbiassa sijaitsevan Vojvodinan alueen metsästysmatkailukohteiden potentiaalia. Menetelmä pohjautuu metsästysmatkailukohteiden kannalta keskeiseksi havaittujen tekijöiden arviointiin. Se huomioi riistakannan, materiaaliset tekijät, kuten saavutettavuuden ja alueella olevat fasiliteetit sekä henkilöstöresurssit. Mittariston avulla voidaan määritellä potentiaalisimmat kohteet metsästysmatkailun kehittämistä varten.

Arvioinnin osa-alueet esimerkissä 1.

SIJAINTI (maks. 20 pistettä)					
Liikenneyhteydet (1-5)					
Sijainti suhteessa (matkailijoiden) lähtöalueisiin maan sisällä ja ulkomailla. (1–4)					
Etäisyys kansalliselta päälentokentältä tai suuremmalta kansainväliseltä lentokentältä (1–3)					
Sijainti verrattuna toisiin houkutteleviin kotimaan metsästysmatkailukohteisiin. (1–4)					
Sijainti verrattuna toisiin houkutteleviin metsästysmatkailukohteisiin ulkomailla. (1–4)					
				A. HELYSZÍN	
LUONNONVARAT (maks. 45 pistettä)	Ihanteellinen riistakannan tiheys (4 pistettä)	Ylitiheä riistakanta (3 pistettä)	Keskiverto riistatiheys (2 pistettä)	Pieni riistatiheys (1 piste)	
Saksanhirvi eli isokauris					
Villisika					
Metsäkauris					
Kuusipeura					
Rusakko					
Fasaani					
				SAATUJEN PISTEIDEN KESKIARVO *KERROIN 10	
Metsästettävien lajien määrä (1-5)					
				B. LUONNONVARAT	
Henkilöstöresurssit (max. 20 pistettä)					
Riistanhoitajia ja metsästysoppaita (maks. 3 pistettä)					
Yhden tai useamman vieraan kielen taito (maks. 2 pistettä)					
Omat verkkosivut (maks. 2 pistettä)					
Näkyvyys sosiaalisessa mediassa (maks. 1 piste)					
Osallistuminen metsästysmessuille ja trofeenäyttelyihin (maks. 3 points)					
Painetut julkaisut (maks. 3 pistettä)					
Hinnasto – Kaatomaksu verrattuna muihin kotimaisiin metsästysmatkailukohteisiin (1–3 pistettä)					
Hinnasto – Kaatomaksu verrattuna ulkomaisiin metsästysmatkailukohteisiin (1–3 pistettä)					
				C. HENKILÖSTÖRESURSSIT	
MAJOITUS JA MATKAILU INFRSTRUKTUURI (PALVELUT) (maks. 15 pistettä)					
Majoitustilat (maks. 6 pistettä)					
Majoituksen sijainti (maks. 2 pistettä)					
Sopiva määrä (rakennettuja) passipaikkoja (2 pistettä)					
Aidatut alueet pienriistan metsästykselle (1 piste)					
Aidatut alueet villisian metsästykselle (1 piste)					
Mahdollisuus vuokrata hevosvaljakko (1 piste)					
Mahdollisuus vuokrata metsästysase (1 piste)					
Mahdollisuus vuokrata metsästyskoiria (1 piste)					
				D. MAJOITUS JA MATKAILUINFRASTRUKTUURI	
				KOKONAISARVIO METSÄSTYSKOHTEESTA (A+B+C+D)	

Vojvodinan alueen metsästysmatkailukohteiden kokonaispisteet yhteen laskemalla ilmeni, että yhdellä alueen metsästysmatkailukohteista oli kansainvälistä potentiaalia, mikä vastasi 2,6 prosenttia kaikista alueen metsästysmatkailukohteista. Kansallista potentiaalia oli 13 kohteella (33,3 %), ja 20:llä oli puolestaan alueellista merkitystä (51,3 %). Paikallisia mahdollisuuksia oli viidellä kohteella (12,8 %). Tulokset osoittivat myös, että Koillis-Vojvodinan metsästysmatkailukohteet ovat hyvin samankaltaisia. Tämä mahdollistaisi alueellisen yhteistyön ja seudun metsästysmatkailutuotteiden yhteismarkkinoinnin.

Metsästysmatkailukohteiden potentiaalin arviointi painottui voimakkaasti alueella oleviin luonnonvaroihin eli erityisesti metsästettävien lajien määrään ja niiden kantojen kokoon. Ne alueet, joilla metsästettäviä lajeja on useita voivat muokata matkailutuotteitaan paremmin vallitseviin olosuhteisiin sopivaksi (sääolot, kannanvaihtelut, täydentävät metsästysmahdollisuudet ympäröivillä alueilla jne.) Sen sijaan yhden riistaeläimen varassa toimiminen on potentiaalinen uhka kohteen liiketoiminnalle ja riistakannan hoidolle erityisesti ennalta-arvaamattomien riskien (esim. luonnonkatastrofit, eläintaudit ja riistakantojen vaihtelut) toteutuessa. Niinpä sellaiset metsästysalueet, jotka voivat tarjota suuremman määrän vaihtoehtoisia ja laadukkaita metsästysmahdollisuuksia, on arvioitu muita potentiaalisemmiksi matkailun kehittämisen kannalta. Myös ne metsästyskohteet, joissa voidaan tarjota palveluita suurimman osan vuodesta, eikä pelkästään yhden lajin metsästyskauden aikana, ovat liiketaloudellisesti vahvoilla. Niiden merkitys maaseudun aluetaloudelle on myös muita suurempi.

Esimerkissä käytettyä arviointimenetelmää voidaan hyödyntää myös arvioitaessa metsästyskohteen potentiaalia vain yhden tärkeän saaliseläimen kuten vaikkapa saksanhirven osalta. Tällöin kaikki muut kohdat arvioidaan tavalliseen tapaan, mutta riistan osalta huomioidaan vain tuon yhden riistalajin kannan suuruus. Näin saadun tuloksen valossa voidaan vertailla eri kohteiden tarjoamaa metsästysmatkailupotentiaalia yhden riistalajin metsästyksen näkökulmasta.

Esimerkki 2: Metsästysmatkailun kehittämismahdollisuuksien arviointi Tšekissä

Toinen esimerkkitapaus keskittyy metsästysmatkailupotentiaalin arviointiin kahdella alueella Tšekissä: Keski- ja Etelä-Böömissä. Kohteiden potentiaali arvioitiin samalla menetelmällä kuin Serbian esimerkissä. Joitakin mittareita muokattiin paremmin paikallisiin olosuhteisiin ja käytössä olevaan aineistoon sopiviksi. Käytetyn pisteytysmenetelmän perusteet on esitelty seuraavassa taulukossa:

Arvioinnin osa-alueet esimerkissä 2.

SIJAINTI (maks. 20 pistettä)					
Liikenneyhteydet (1–4)					
Etäisyys kansalliselle päälentokentälle tai suuremmalle kansainväliselle lentokentälle (1–3)					
Ulkomaalaisille metsästäjille hankittujen metsästyslupien määrä (1–5)					
Maaseututyyppi (1–4)					
Kylätiheys (1–4)					
				A. SIJAINTI	
LUONNOVARAT (maks. 45 pistettä)	Ihanteellinen riistakannan tiheys (4 pistettä)	Ylitiheä riistakanta (3 pistettä)	Keskiverto riistatiheys (2 pistettä)	Pieni riistatiheys (1 piste)	
Saksanhirvi eli isokauris					
Villisika					
Japaninhirvi					
Villisika					
Metsäkauris					
Kuusipeura					
				SAATUJEN PISTEIDEN KESKIARVO*KERROIN 10	
Metsästettävien lajien määrä (1-5)					
				B. LUONNONVARAT	
PALVELUTARJOUS JA MARKKINOINTI (maks. 20 pistettä)					
Riistanhoito (1–3 pistettä)					
Oma verkkosivu (maks. 4 pistettä)					
Näkyvyys sosiaalisessa mediassa (maks. 2 pistettä)					
Osallistuminen metsästysmessuille ja trofeenäyttelyihin (maks. 3 pistettä)					
Tarjous metsästysmatkasta (maks. 4 pistettä)					
Hinnasto (maks. 4 pistettä)					
				C. PALVELUTARJOUS JA MARKKINOINTI	
MAJOITUS (maks. 15 pistettä)					
Majoitusmahdollisuudet per km^2 (1–6 pistettä)					
Majoituksen sijainti (1–2 pistettä)					
Huoneiden lukumäärä (1–4 pistettä)					
Majoitusluokitus (1–3 pistettä)					
				D. MAJOITUS	
				KOKONAISARVIO METSÄSTYSMATKAILUKOHTEESTA (A+B+C+D)	

Metsästysmatkailukohteiden kokonaispisteet yhteen laskemalla ilmeni, että vain yksi kohde 43:sta oli kansainvälisesti potentiaalinen. Kansallista potentiaalia oli 15:sta ja alueellista 22 metsästysmatkailukohteella. Paikallisesti merkittäviä metsästysmatkailukohteita oli puolestaan viisi. Joka kolmatta kohdetta hallinnoi Tšekin valtion metsäyhtiö, joka on alan suurin palveluntarjoaja.

Käytetyllä menetelmällä pyrittiin huomioimaan kaikki metsästysmatkailun kehittämiseen oleellisesti vaikuttavat tekijät. Ihanteellisen tiheän ja laadukkaan riistakannan lisäksi tulee alueilla kehittää myös matkailuinfrastruktuuria. Tämä ei tarkoita vain liikenneyhteyksiä ja saavutettavuutta, vaan myös majoitus- ja ravitsemispalveluita, joita voidaan kehittää metsästyksen kannalta sopiviksi. Asiakkaille voidaan tarjota esimerkiksi ruoanvalmistamista saaliista tai muita metsästykseen tai riistaan liittyviä vapaa-ajan aktiviteetteja.

Kaupallisen metsästysmatkailun tarjonta on tällä hetkellä Tšekissä suhteellisen vähäistä, ja ala on pääosin valtionyhtiöiden hallussa. Hyödyntämätöntä kehittämispotentiaalia on kuitenkin paljon, erityisesti yksityisillä metsästysmailla ja metsästysseuroissa. Ylitiheät sorkkaeläinkannat ja tšekkiläisten metsästäjien lukumäärän väheneminen on yhdistelmä, joka mahdollistaa metsästysmahdollisuuksien markkinointia myös maan rajojen ulkopuolella. Tähän on hyvät edellytykset, sillä metsästysmatkailun suosio kasvaa Euroopassa.

On kuitenkin huomattava, että esimerkissä esitellyt tulokset ovat alustavia arvioita metsästysmatkailun nykypotentiaalista Tšekissä. Tarkempi analyysi edellyttäisi yksityiskohtaisempaa metsästysaluekohtaista tarkastelua. Nyt käytetyllä menetelmällä jouduttiin monien alueiden osalta hyödyntämään keskiarvoja, mikä vaikutti pisteytykseen. Selvästi eniten pisteitä saivat valtion omistamat metsästysmatkailukohteet, joihin myös ulkomainen metsästysmatkailukysyntä kasvavissa määrin kohdistuu.

Esimerkki 3: Metsästysmatkailun kehittämismahdollisuuksien arviointi Unkarissa

Kolmannen esimerkin tarkoituksena on esitellä arviointimenetelmä, joka perustuu metsästysmatkailumahdollisuuksien hyödyntämistasoon metsästysalueilla. Metsästysmatkailun taloudellista hyödyntämistä voidaan mitata vertaamalla siitä saatuja tuloja käytössä olevan metsästysalueen pinta-alaan. Tärkeämpää on kuitenkin se, että käytetyn arviointimenetelmän avulla voidaan saada tietoa metsästysmatkailuun liittyvistä motiiveista, käytänteistä ja keskeisistä menestystekijöistä. Näiden tekijöiden selvittämiseksi metsästysmatkailupotentiaalia tarkasteltiin kolmen erillisentekijän kautta: luonnonolosuhteet, riistanhoidon intensiteetti ja liiketaloudelliset tavoitteet.

Esimerkki 3:n keskeiset arviointikriteerit

Luonnonolosuhteet
1. Kuivia tasankoja, joissa vain pienriistaa 2. Vaihtelevan kasvillisuuden tasankoja, joissa kohtalaiset luonnonolosuhteet villeille sorkkaeläimille 3. Mäkinen tai vuoristoinen alue, joissa on keskinkertaiset luonnonolosuhteet villeille sorkkaeläimille 4. Tulvatasankoja tai mäkisiä alueita, joissa on erinomaiset luonnonolosuhteet villeille sorkkaeläimille.
Riistanhoidon intensiteetti
1. Kohtalaisia parannuksia riistan elinympäristöön 2. Merkittävästi lisääntynyt tiheä ja laadukas riistakanta 3. Käytössä omaleimaisia metsästysmuotoja 4. Käytössä voimaperäisiä riistanhoidon menetelmiä
Liiketaloudelliset tavoitteet
1. Tarjolla ei ole metsästyspalveluita 2. Metsästysoikeuden omistaja hyödyntää mahdollisuutta myydä metsästyspalveluita kulujen kattamiseen. 3. Puoliammattimaiset palveluiden tarjoajat: johto ja metsästäjät on eroteltu toisistaan 4. Liiketaloudellisesti suuntautuneet palveluiden tarjoajat

Metsästysmatkailun näkökulmasta suurin kehittämispotentiaali on ns. **markkinajohtajilla**, jotka ovat tyypillisesti valtion omistamia metsäyhtiöitä, joiden kohteissa on riistan kannalta erinomaiset luonnonolosuhteet. Niiden liiketoimintamalli perustuu kaupallisten metsästysmatkailutulojen maksimointiin korkealaatuisia palveluita tarjoamalla. Näiden yritysten, sekä matkailuun että metsästykseen liittyvä, infrastruktuuri on korkealaatuista ja siihen kuuluu mm. eritasoisia metsästysmajoja, ja -tiloja sekä hyväkuntoisia maastoajoneuvoja. Valtion omistamissa yhtiöissä työskentelee koulutettuja ammattilaisia oppaina, joilla on vahva metsästysetiikka sekä matkailualan osaamista Markkinajohtaja-yritysten tarjoamat palvelut perustuvat intensiiviseen riistanhoitoon, joka tarjoaa parhaita mahdollisia saalismahdollisuuksia – arvokkaita trofeita ja suuria päivittäisiä saalismääriä. Tällainen palvelutaso edellyttää tiheän riistakannan ylläpitoa, kannan jalostusta heikkolaatuisten riistaeläinten poistoilla ja useissa tapauksissa myös aidattujen metsästysalueiden perustamista. Johtavan asemansa vuoksi nämä yritykset saavuttavat maineen, josta on hyötyä myös brändin rakentamisessa. Markkinajohtajien joukosta voidaan kuitenkin tunnistaa sellaisten metsästysmatkailukohteiden alaryhmä, joiden luonnonolosuhteet riistalle ovat muita heikommat. Nämä yritykset eivät voi tarjota suurimpia trofeita, mutta ne pyrkivät löytämään pienempiä markkinoita, joissa niiden tarjoamille erikoispalveluille (esim. muualta tuotujen lajien metsästys) on kysyntää.

Unkarissa suurinta osaa metsästysalueista hallinnoivat **metsästysseurat**. Niiden päätarkoituksena on tarjota jäsenilleen metsästysmahdollisuuksia, eivätkä ne ole liiketoimintaan suuntautuneita. Näin ollen niiden ei ole pakko myydä metsästyspalveluita. Kaupallinen metsästys nähdään kuitenkin **mahdollisuutena**, jonka avulla voidaan rahoittaa seuran omaa toimintaa. Tyypillisesti näiden perinteisten metsästysseurojen jäsenet tulevat hyvin erilaisista taustoista. Heidän omistautumisensa harrastukselle, samoin kuin ikä, osaaminen ja harrastukseen käytetty taloudellinen panos vaihtelevat suuresti. Koska metsästysmatkailupalveluiden tuottaminen ei ole seurojen ydintoimintaa, niiden tarjoamien palveluiden taso jää markkinajohtajia heikommaksi. Tämä heijastuu myös hinnoitteluun – metsästysseurojen tarjoamat palvelut ovat markkinajohtajia edullisempia. Samantasoisista trofeita myydäänkin halvempaan hintaan.

Metsästysseurojen ylläpitämien metsästysmaiden luonnonolosuhteet vaihtelevat suuresti. Osa seuroista pystyy tarjoamaan merkittäviä trofeita ja erinomaisia metsästysmahdollisuuksia, mutta suurimmassa osassa seurojen tarjoamia kohteita olosuhteet ovat keskinkertaisia. Riistanhoidon menetelmät ovat harvoin voimaperäisiä ja pitkäaikaiset investoinnit, kuten korkeatasoiset metsästysmajat, ovat harvinaisia. Matkailupalveluita tarjoavien metsästysseurojen ylläpitämien kohteiden joukosta löytyy kuitenkin joukko, joiden metsästysmaiden luonnonolosuhteet ovat riistan kannalta muita paremmat, ja joita johdetaan ammattimaisesti. Nämä metsästyskohteet voivat tarjota markkinajohtajiin verrattavia metsästyspalveluita, joskin hintataso jää alhaisemmaksi. Näiden metsästysmatkailukohteiden kehittämispotentiaali on suuri. Esimerkkiselvityksen mukaan niiden toiminnassa on jo samaa ammattimaisuutta kuin markkinajohtajillakin.

Vähiten suotuisassa tilanteessa olevien metsästysmatkailukohteiden käytössä olevat maat eivät tarjoa kunnollisia elinolosuhteita saksanhirvelle tai villisialle – metsästysmatkailun tärkeimmille saalislajeille. Ongelmia aiheuttaa erityisesti liian alhainen sademäärä, joka ei mahdollista suojaavan puuston kasvua. Tämä rajoittava tekijä yksin johtaa **minimalistiseen** mahdollisuuteen metsästysmatkailun kehittämiselle. Metsäkauriin metsästys voi olla tällaisen alueen tärkein tuote, mutta vain silloin, kun trofeiden laatu on keskimääräistä korkeampi. Muuten pystytään tarjoamaan vain pienriistan, toisin sanoen fasaanin ja rusakon metsästystä. Rusakoita myös myydään ja viedään elävänä maan rajojen ulkopuolelle, mikä voi tuoda huomattavia tuloja. Tämä toiminta ei kuitenkaan kuulu metsästysmatkailun piiriin. Haastavissa olosuhteissa toimivat metsästysmatkailuyritykset pyrkivät hallitsemaan kulujaan tarkasti ja hyödyntämään kaikki tulonlähteet. Yhteenvetona voidaan kuitenkin todeta, että pienriistaan keskittyvien kohteiden metsästysmatkailupotentiaali on heikko, niin yksittäisten metsästyspalveluiden kuin yritysten kokonaistulonmuodostuksenkin kannalta.

Tämän haastattelututkimuksen tulokset osoittivat kuitenkin, että metsästysmatkailu on Unkarissa menestyvä elinkeino, jolla on pitkät perinteet, kehittyneet liiketoimintaprosessit ja vakaa taloudellinen perusta. Palveluntarjoajat vastaavat laajasti erilaisten asiakkaiden tarpeisiin luksustuotteista aina edullisempiin vaihtoehtoihin asti.

Esimerkki 4: Kanalintujen metsästyksen (kotimaisen) matkailupotentiaalin arviointi Suomessa

Suomen esimerkissä keskityttiin valtion mailla sijaitseviin pienriistan metsästyskohteisiin, joilla on hyvät edellytykset kasvattaa matkailijavirtaansa. Osa Metsähallituksen hallinnoimista metsästysalueista on lupametsästäjien suosiossa vuodesta toiseen, myös niinä vuosina, kun näiden alueiden riistakannat ovat suhteellisen heikot. Samaan aikaan, jotkin toiset kohteet voivat olla jatkuvasti epäsuosiossa, vaikka niiden riistakannat olisivatkin hyvät tai suorastaan erinomaiset. Mielenkiintoista kyllä, osa epäsuotuisista kohteista sijaitsee lähellä kaikkein suosituimpia kohteita. Tämän esimerkkiselvityksen tarkoituksena oli selvittää ne tekijät, jotka vaikuttavat pienriistan metsästyslupien kysyntään, ja tunnistaa niitä kohteita, joissa olosuhteet mahdollistaisivat suuremman metsästysmatkailijoiden määrän. Muuttujat valittiin tämän opaskirjan alussa olevan luokituksen mukaan, ja ne olivat seuraavat:

- Kohteen houkuttelevuus, jota kuvaamaan valittiin metsästysaluekohtainen kanalintutiheys.
- Saavutettavuus, jota kuvasi maastossa liikkumisen haastavuus eli taimikoiden ja nuorten metsien määrä alueen metsätyyppinä.
- Tilat ja palvelut, jota kuvaamaan valittiin majoituksen saatavuus.

Metsästysaluekohtaisen kanalintutiheyden ja metsätyypin vaikutusta myymättömien lupien määrään selvitettiin regressioanalyysillä, jonka jälkeen tilojen ja palveluiden merkitystä tarkasteltiin laadullisella analyysillä. Tulokset, joissa kaikki lupamyynnin suuralueet (Pohjois-, Itä- ja Länsi-Lappi, Pohjanmaa-Kainuu, Itä- ja Länsi-Suomi, johon yhdistettiin myös Etelä-Suomen kolme kohdetta, olivat mukana, eivät tarjonneet tilastollisesti merkittäviä eroja. Tämän jälkeen tarkasteluun otettiin alueista vain Länsi- ja Itä-Lappi sekä Pohjanmaa-Kainuu alue. Ylä-Lappi rajattiin tarkastelun ulkopuolelle, sillä siellä lupia ei jää juurikaan myymättä. Ylä-Lapin alueella metsästys keskittyy myös pääasiassa riekkoon, jonka kannat ovat muilla Suomen metsästysalueilla pienemmät. Regressioanalyysin tulosten mukaan muut tekijät, kuin kanalintutiheys tai saavutettavuus selittivät lupien kysyntää Länsi- ja Itä-Suomessa.

Rajauksen jälkeen jäljelle jääneet 59 pienriistanmetsästyskohdetta muodostivat pohjan jatkoanalyysille. Vuonna 2020, nämä alueet kattoivat 2/3 tarjolla olevista ja myydyistä luvista, ja noin 70 prosenttia myymättä jääneistä luvista kohdistui näille alueille. Myymättömien lupien osuus oli pienempi Pohjanmaa-Kainuun ja Länsi-Lapin alueilla kuin Itä-Lapissa. Lähes puolet näille kolmelle alueelle tarjolla olevista luvista oli kuitenkin myönnetty Itä-Lappiin.

Kanalintukannan tiheyden ja myymättä jääneiden lupien välinen suhde oli analyysissä negatiivinen, mikä viittaisi siihen, että kannan tiheyden kasvu vaikuttaisi positiivisesti lupien kysyntään. Saavutettavuus muuttujan ja myymättä jääneiden lupien suhde puolestaan oli positiivinen, mikä vahvistaa ennakko-oletusta siitä, että taimikot ja nuoret metsät ovat vaikeita maastoja, eivätkä siksi kovin houkuttelevia metsästysmatkailijoille.

Käytetty regressiomalli ennusti 26 lupa-alueelle parempaa kysyntää, kuin mitä todellisuudessa oli toteutunut. Näin ollen siis näillä alueilla olisi pitänyt kanalintutiheyden ja metsätyypin mukaan olla enemmän lupamyyntiä. Nämä nimettiin matalan kysynnän alueiksi, ja ne valittiin tarkempaan jatkotarkasteluun. Vastaavasti malli ennusti havaittua heikompaa kysyntää 32 suositulle kohteelle. Näillä alueilla siis myytiin käytännössä enemmän lupia kuin malli ennusti. Jokaiseen kolmesta lupamyynnin suuralueesta kuului kohteita, joissa oli kehittämispotentiaalia houkuttelevuuden ja saavutettavuuden näkökulmista.

Matalan kysynnän kohteet ovat luonnollisesti niitä, joissa oli korkein määrä myymättömiä lupia. Kuitenkin näiden kohteiden tarkempi regressiomallinnus voi tarjota sellaista tietoa, mitä pelkästään suosittuihin kohteisiin keskittymällä ei ole mahdollista saada. Ensinnäkin on mahdollista, että riistakannantiheys ja metsätyyppi voivat selittää, miksi lupien kysyntä on matala tietyissä kohteissa. Tässä tutkimuksessa saatiin tästä hyviä esimerkkejä: myymättömien lupien osuus on suhteellisen suuri näissä tapauksissa (~30 %), mutta koska myös mallin odotusarvo myymättömistä luvista on korkea (~40 %), näitä alueita ei tutkittu tarkemmin. Toisekseen, koska ei ole olemassa selvää sääntöä, kuinka alueita kategorisoidaan suuren tai pienen kysynnän alueiksi, mallinnuksen tulokset tarjoavat yhden ratkaisuvaihtoehdon. Tässä tutkimuksessa myymättömien lupien osuus oli vähemmän kuin 13 prosenttia korkean kysynnän kohteissa ja enemmän kuin 33 prosenttia matalan kysynnän kohteissa. Kohteet, joiden osuudet olivat 13 ja 33 prosentin välissä kategorisoitiin niiden jäännösarvojen mukaan (ts. havaittujen ja oletettujen arvojen erotuksen mukaan). Kiinnostavien alueiden osalta tarkasteltiin laadullisesti alueilla oleva majoitustarjontaa. Tällöin tunnistui 13 potentiaalista metsästysmatkailukohdetta, joissa metsäkanalintukannan tiheys, maasto ja majoitusmahdollisuudet mahdollistaisivat matkailijamäärän kasvattamisen.

Tehtyä analyysiä voitaisiin syventää järjestämällä esimerkiksi fokusryhmähaastatteluja. Niissä haastateltaisiin matkailun ammattilaisia, jotka tuntevat paikalliset metsästysmatkailun kehittämismahdollisuudet sekä metsästysmatkailijoita, jotka voisivat jakaa näkemyksiään metsästysmatkailukohteiden valintaan vaikuttavista tekijöistä. Esimerkkejä mahdollisia päätökseen vaikuttavista tekijöistä voisivat olla metsästysalueiden pirstaleisuus, tieyhteydet, majoituksen soveltuminen metsästysmatkailijoiden tarpeisiin sekä muiden palveluiden saatavuus.

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