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# Hunting tourism in Finland: Service Product Development for Russian market

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Abstract

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The chosen topic for this thesis is hunting tourism, a small sector of nature tourism which is not fully recognized as a separate type of tourism and less studied. The main purpose of this thesis was to research the phenomena of hunting tourism in Finland and services provided by the Finnish companies for foreign hunting tourists. The objective was to reach future foreign customers. Since Russian tourists form one of the largest visitor groups in Finland, they were chosen to be the target group.

The theoretical part consists of information collected from researches and literature as well as Internet resources. Firstly, the hunting and hunting tourism concepts were defined and their characteristics were observed as well as the position of hunting tourism in tourism industry researched. Secondly, the specifics of Finnish hunting culture were described. Next, the Finnish hunting tourism market analysis was presented where the potential target groups and typical hunting service providers were classified followed by a description of the interviewed companies.

To implement the theory into practice, the product development process was described followed by analysis of the conducted survey among potential customers and interviews with the managers of the leading hunting tourism companies. The main result of the thesis was product development suggestions and an example of a new hunting product concerning the Russian target group for the Finnish hunting tourism sector and Visit Finland which stands as a commissioner for this thesis.

The conclusion points out that through product development based on customers' preferences and needs, the final product is likely to be successful. The target group showed the potential, but also has some specific requirements. All in all, hunting has a long tradition in Finland and hunting tourism has much potential for further development as a part of nature tourism and rural development. Finnish pure nature and unique game species are seen as competitive advantages for the destination.

Key words: Hunting tourism, service product development, Russian hunters

## Contents

|   |                                                                        |    |
|---|------------------------------------------------------------------------|----|
| 1 | Introduction .....                                                     | 5  |
| 2 | Hunting and hunting tourism .....                                      | 7  |
|   | 2.1 Hunting activity.....                                              | 7  |
|   | 2.2 Hunting tourism .....                                              | 12 |
|   | 2.3 The position of hunting tourism in tourism industry.....           | 13 |
|   | 2.4 Potential of development of hunting tourism in Finland.....        | 16 |
| 3 | Hunting culture in Finland .....                                       | 19 |
|   | 3.1 Hunting territory .....                                            | 20 |
|   | 3.2 Organization of hunting in Finland.....                            | 22 |
|   | 3.3 Profile of the Finnish hunter .....                                | 26 |
| 4 | Finnish hunting tourism market analysis .....                          | 28 |
|   | 4.1 Marketing the Finnish hunting tourism providers .....              | 30 |
|   | 4.2 The potential groups of customers.....                             | 32 |
|   | 4.3 Hunting tourism service providers of Finland .....                 | 37 |
|   | 4.4 Interviewed hunting tourism companies.....                         | 38 |
|   | 4.5 The most relevant hunting tourism models .....                     | 42 |
| 5 | Service product development.....                                       | 43 |
|   | 5.1 The process of product development .....                           | 44 |
|   | 5.2 Analysis of needs and preferences of Russian hunting tourists..... | 46 |
|   | 5.3 Product development suggestions for Russian target group.....      | 49 |
| 6 | Conclusion .....                                                       | 52 |
|   | References .....                                                       | 54 |
|   | Appendices .....                                                       | 58 |

## 1 Introduction

Originally, throughout the history of mankind hunting had its important role as a method of survival. It was a style of life as all humans were hunters. Nowadays in the modern society hunting is no longer considered as a method of survival. In fact hunting has changed its nature and has become a recreational sport or hobby for many people. However, hunting still reminds us of the strong connection between man and nature and evokes a lot of positive emotions. Since hunting in today's society is bound to land ownership, many hunters do not have a possibility to hunt near their place of residence. Especially those hunters who live in cities have very few possibilities to hunt without travelling long distances. Due to this fact, the need to develop hunting tourism has increased. Moreover, even though the hunters have good conditions in their home region, they also wish to experience new hunting environments and cultures.

Hunting tourism is so far considered a rather small field of tourism and it is not paid much attention to in the tourism literature yet. In fact, many authors do not even consider it as an independent form of tourism at all. However, there are researches concerning this type of tourism and it is mentioned as a part of natural and adventurous types of tourism in some tourism literature such as Swarbrooke, J. Beard, C. Leckie, S. Pomfret, G. Adventure tourism. According to the research made by Hofer the wildlife management system of Finland and other Scandinavian countries presumably is the most scientific one on the Eurasian continent and is regarded as sustainable, based on high quality ecological knowledge. However, foreign hunting is regularly occurring as a kind of supplementary source of income if it fits into the usual hunting practises of the respective district. Special activities undertaken for foreign hunting are exceptional. The number of commercial companies offering hunting trips is relatively small.

The purpose of this thesis was to research the phenomena of hunting tourism in Finland and THE services provided by the Finnish companies for foreign hunting tourists. Since Russia is a neighboring country and Russian tourists continue to be a biggest group of foreign visitors in Finland, therefore they were chosen to be the target group.

This thesis consists of a theoretical part where hunting and hunting tourism are defined and the position of hunting travel in the tourism industry as well as service product development process is studied. Furthermore the theoretical framework specifically described the characteristics and peculiarities of hunting in Finland including observation of possibilities and potential of hunting tourism in Finland.

Finnish hunting tourism market part presents the interviewed leading hunting tourism providers, Finnhunting, Eräpaimen and Nordic Holidays as well as the potential customer groups and the relevant hunting tourism models. Moreover, this part describes the necessities which should be known by a foreign hunter. The analysis based on the conducted survey among the potential customers and the gained information through the interviews in order to figure out the preferences of the Russian clients is described. The final result of this thesis is the improvement suggestions concerning product development for the Finnish hunting tourism sector and new hunting tourism product example based on data analysis gained from potential clients and existed tourist providers.

The thesis topic was chosen based on the author's personal interest in hunting tourism development; however, the development of hunting tourism services is also an area of potential interest to the Finnish Tourism Board. The author had a meeting with the regional manager of Visit Finland Arto Asikainen to discuss the topic and it was decided that the final thesis will be send to Visit Finland.

## 2 Hunting and hunting tourism

### 2.1 Hunting activity

To begin with it is important to define the key aspects of this thesis and describe their characteristics. In this chapter the hunting tourism is observed in order to see the main objectives and purposes of this activity, to learn about its types and specifics.

Hunting is one of the oldest human activities. Hunting is a process of tracking with the purpose of gaining the prey; it is the practice of killing or trapping any animal, or pursuing it with the intent of doing so (Erofeev, 2013). In present-day use, lawful hunting is distinguished from poaching, which is the illegal killing, trapping or capture of the hunted species. The species that are hunted are referred to as game and are usually mammals and birds.

Gösling (2006) fully defined the main characteristics of the hunters. These are the following:

- **Ritual**

The practice of hunting could be viewed as a ritual. Rituals in hunting contribute to the unity of the team and indirectly they also help to maintain the local community. Two examples of almost universal rituals in hunting are the distribution of meat and trophies. According to Johansson (2000), hunting was never entirely about private consumption of the meat, as far as historians can tell. In contrast, the trophy has a strong symbolic value and is always given to the person who shot the animal.

- **Nature**

Hunters talking about hunting use metaphors like genes, instincts and inherited in human nature. Excitement and freedom are other common words frequently used to describe hunting, pointing it out in juxtaposition to the demands of civilization. The perception of human-nature relations varies from nature as an object to nature as a subject in relation to ourselves, or a condition inside ourselves: the human nature. As in agriculture there are moments in hunting where an organic view of nature is activated, for example when the hunters speak about hunting in a sensuous way, using sight, sense of smell, hearing and taste.

- **Animals**

The game and the dogs are common issues of conversations during the hunt. The hunters tell anecdotes about how clever the game is. Their supposed cleverness and their great abilities to survive in the forest are challenges for the hunters and many of them spend much of their leisure time in the forest studying the behavior of the animals. Killing an animal is not always the aim, but when an animal is killed the norms prescribe that it should be treated with respect. A real hunter should be able to slaughter an animal in a neat and tidy way. This is sometimes difficult for those who are not used to rural life.

- **Egalitarian friendship**

Irrespective of ownership, profession and other signs of status outside the hunting environment, the team is built on reciprocal social relations. The social space of hunting is informal and characterized by what anthropologists call a joking relationship. A sign of the informal and egalitarian atmosphere is that the cars are left unlocked. You are supposed to jump into the nearest car without asking for permission when moving between the stands. The older hunters, especially, value the informal get-together more than shooting itself.

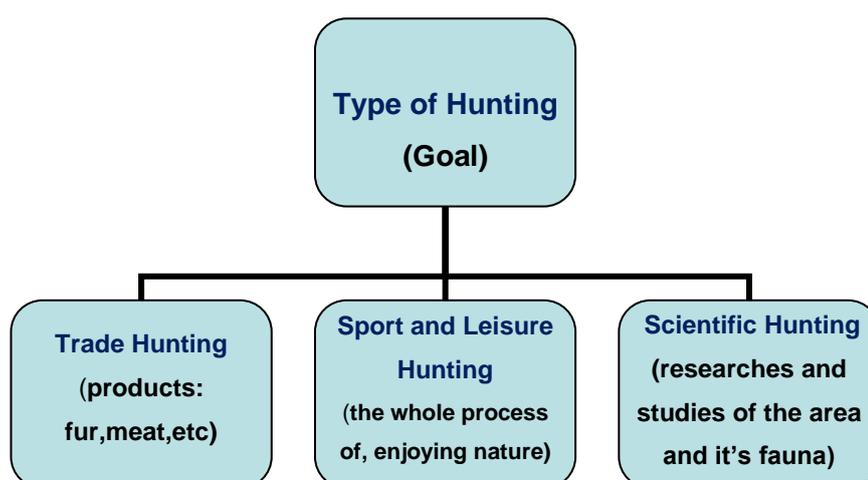
- **Maleness**

Hunting is sometimes described as a ritual “to make men out of boys” and the ideal is continuity between the generations. Children frequently take part in the hunts. Stories about older hunters glorify the lonesome hero. Today the norm of the hunter corresponds to that of the farmer; a socially well-adjusted man willing to cooperate. Both agriculture and hunting are changing, like the male norm. Female hunters are getting more common.

According to the author hunt for the hunters is not an activity with the only main aim of killing a game, however, this process is much more complex. It is about close relationship between a man and nature, about constant studying nature and life of its habitants, about making friendship and sharing your experience and ideas between the hunters.

Next the different types of hunting are described. Hunting can be various depending on the season, the desired game, goal and method. First of all, the types of hunting can be distinguished according to its main goal or a method. There are trade, sport and leisure and scientific forms of hunting according to its goal.

**Figure 1. The types and goals of hunting (based on Vashukevich 2001, Erofeev, 2013)**



The trade hunting is aimed to the prey of the game species and getting such products as fur, meat and the other for the needs of the people and for export. With the help of this form of hunting the valuable fur, ungulate, upland and waterfowl games are preyed (except those which are forbidden temporary or permanently to hunt for).

The sport and leisure hunting in addition to the main purpose of preying the game species has a goal to enjoy the nature and the whole process of the hunting and challenging as well it has a great impact on a physical condition and special skills of a hunter. The main bags in this case are upland, steppe, waterfowl, moorfowl games, hares, foxes, ungulate animals. The hunting tourism is certainly based on this form of hunting.

Scientific hunting is arranged in order to research fauna, illnesses of the species, hunting practice and study the area. This type of hunting is usually arranged by the tasks of researching centers (Vashukevich 2001).

The other classification of hunting depends on the object of the hunting. There is hunting for the wild animals, when the objects are for example hares, foxes, wolves, ungulate species, bears. There is also wildfowl hunting with the main objectives of hazel grouse, blackcock, wood grouse, ducks etc.

Next hunting types can be distinguished according to the tools or equipment used by hunters. There are shooting hunting and hunting with the hounds or birds of prey. In addition the trapping tools such as traps, nets and loop are widely used. Also the sleeping draughts and immobilizing pills are recently start to be used for mainly experimental work and tagging the animals which opened a new way in the shooting hunting (Erofeev, 2013)

Nowadays the most popular type of hunting is still the shooting one which also has many perspectives to develop furthermore. In order to get the desired trophy with the successful shot the hunter should to be close enough at the distance which is suitable for his firearm. In fact there are various methods to reach this goal. The methods of the shooting type of hunting are observed in the Table 1.

Table 1. Methods of the shooting hunting (based on Romanov 2013)

| Shooting method of hunting                                                                       |                                                                                                        |                                                                                                                       |
|--------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------|
| The main and final purpose: shot the prey                                                        |                                                                                                        |                                                                                                                       |
| Moving methods:                                                                                  | Stand methods                                                                                          | Collective or group hunting                                                                                           |
| 1. <b>Scouting</b> consists of variety of tasks and techniques for finding animals to hunt.      | 1. <b>Blind or stand hunting</b> is waiting for animals in concealed or elevated positions.            | 1. Two, three or more hunters participated in the hunting and usually each of them has certain responsibilities.      |
| 2. <b>Tracking</b> is the practice of interpreting physical evidence to pursue an animal.        | 2. <b>Camouflage</b> is concealing oneself visually, or with scent, to blend in with the environment.  | 2. The stalking, scouting methods are widely used as well as the hunting with hounds.                                 |
| 3. <b>Stalking</b> is the practice of walking stealthily, often in pursuit of identified animal. | 3. <b>Trapping</b> is the use of devices (e.g., snares, pits, deadfalls) to capture or kill an animal. | 3. <b>The driving method</b> is the herding of animals in a particular direction as over a cliff or to other hunters. |
| 4. <b>Hunting with hounds.</b>                                                                   | 4. <b>Baiting</b> is the use of decoys, lures, scent or food to attract targeted animals.              |                                                                                                                       |

The most used methods of shooting hunting are described briefly in the Table 1. As it is seen from the table shooting type of hunting is supposed to have moving methods, stand methods and group hunting method. Next all the methods will be described more detailed. The scouting method is one of the popular and accessible ways of hunting. It is often used to hunt for small and medium sized of prey such as hares and waterfowls and the others. The main aspect of this method is to find the places where the desired animals habituate. Moreover, the hunter should be aware of special characteristics and habits of the animals and be able to determine the position of the animal using nearly invisible marks in order to have successful result of the hunting.

The aim of the tracking method is to find the physical evidence of the animals. These can be a trail on the ground or grass, the specific digging made by an animal, the places where the animal feeds and so on. This method is mostly used in winter when the animals' trails are visible on the snowy surface. This method is usually used to hunt for hares, weasels. It is possible to track an elk, fox, wild boar and even a wolf. In other season of the year this method is used to hunt for the animals whose trails are most visible on the ground.

Stalking method is used to hunt for the careful animals which cannot be reached with the scouting method. It is important to get close to the animal in such way that it doesn't recognize you until the shot moment. It is also necessary to be able to camouflage well, to move stealthy and surely to be aware of the habits of the animals. The example of the usage of this method is camouflaged hunting for foxes and wolves with the rifled-barrel gun. In the mountain are this method is used for hunting for bears, mountain goat and sheep, as well as for black-cock and wood grouse in the spring period. In addition hunting with the hounds for the careful and big games is the special way of the stalking method. The main characteristic of the hunting with the hounds is the ability of the hunter to control a dog and its level of training.

The specific of the stand method of hunting is that the hunter should find the place where the animal may appear therefore he should know well the habits of the desired animal. And surely the hunter should be patient as this method is not as so active as the moving one and be prepared for waiting for some amount of time. However, in comparison to the move methods when the hunter can see the animal just some moments before the shot, in this case the hunter can observe and the life of the animal or a bird in a natural environment and learn much more about its habits. Even though this method is a peaceful one, it sometimes can give much more emotions and knowledge than the others. The basis of the all stand methods is waiting for animals in a concealed or elevated positions. Most of the time the hunters wait for the game near the places of feeding.

The last but not the least method of hunting is the group one. It is characterized by the number of hunters involved. Usually there is the leading hunter and the others have their own duties. The driving and scouting methods are the most popular for the group hunting (Romanov 2013).

On the one hand, obviously for the trade hunters hunting activity is a working one, it is their source for survival and living, however, on the other hand for the most hunters is more important not the final aim, rather than the process which consists of tracking, waiting and rattling the game. Hunting develops such skills and qualities as observation persistence the ability to camouflage overcoming the difficulties orientating in the unfamiliar area, quick and accurate shooting. In addition being in natural environment with fresh air makes a person stronger and healthier. Therefore every hunter usually has to be a good natural scientist or researcher who attentively observes while hunting the natural life. The hunter should be satisfied not with the amount of prey killed, but with the ability of feeling and understanding nature around and enjoy it.

## **2.2 Hunting tourism**

First of all, hunting tourism and hunting tourism product are defined. Hunting tourism can be seen as hunting in which the hunter travels outside of his own hunting area or his place of residence to hunt. This definition includes both domestic and international travel for hunting. Hunting does not have to be the only purpose for the trip, but should be a central element of it. Hunting is a typical rural activity and therefore hunting tourism focuses on rural areas, utilizing its resources and potentially provides business opportunities and external income.

A hunting tourism company is an enterprise offering possibility to hunt either in the company's own land or in the land owned by others via different kind of co-operation agreements. Hunting tourism is commercial activity service, in which the customer is offered the possibility to hunt different game species. In addition to actual hunting the hunting tourism product can include other services like accommodation, catering services, guiding services or even conference and other activity services (Matilainen et al 2006).

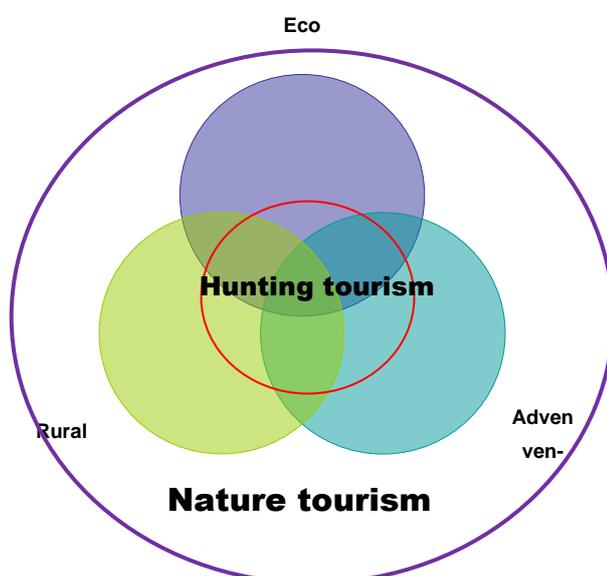
Hunting tourism is a special niche market with a relatively homogeneous target group and very specific characteristics. Due to its controversy, hunting creates strong feelings in public because it includes firearms and killing of animals, which reminds some people of terror. Others, however, see hunting as a method of game preservation and as usage of professional approach (Haakana 2007).

Hunting tourism is seen as one of the most expensive forms of travelling due to its specifics. It provides the customers not only with the accommodation in the natural environment, but also provides with the specific activity which is hunting. As well this type of tourism is required different special licences and permissions for hunting, fishing and transportation of hounds, firearm and a trophy. Moreover, this form of tourism is a risky one therefore for security reasons the hunting tours should be guided by the highly qualified staff. As it was mentioned above, this tourism requires many expenses that is why it can be referred to up-market ways of travel (Erofeev, 2013).

### 2.3 The position of hunting tourism in tourism industry

In order to place hunting tourism in the field of tourism, some characteristics of certain forms will be described in the following chapter. Hunting tourism is seen as a rather small sector of tourism in order to the fact of its seasonality and specifics. Moreover it is given small attention to so far and it is not observed much in the existed tourism literature. Therefore it is challenging to determine to which branch of tourism hunting tourism belongs to. Different authors have different point of views on this question according to from which scale this form of travel is observed. For example, Anders Kagervel in his doctoral thesis with the topic about the conditions of developing hunting and fishing tourism in Sweden, reckoned that “tourism based on fishing and hunting is a specialized branch of nature tourism”. Anne Matilainen and Susanna Keskinarkaus in their research dedicated to hunting tourism are positioning it as a part of nature tourism and rural development. The other opinion given by Swarbrooke et.al is that hunting tourism due to sharing the same characteristics is a part of adventure and wildlife tourism. In addition to this Gössling defines hunting tourism as a part of eco-tourism.

**Figure 2. Position of hunting tourism (based on Newsome et al 2002)**



First of all, tourism comprises either mass or alternative tourism (Newson, Moore & Dowling 2002, 10). Since mass tourism is hardly can do anything with hunting, it is useful to further divide the alternative tourism and look at its characteristics more detailed. Newsome et.al (2002) suggest that alternative tourism is of specific interest or responsible tourism. Next they have divided alternative tourism into natural, cultural, event and other tourism. In our case the natural tourism presents the most interest since hunting tourism shares many of its characteristics. Natural tourism, or tourism in natural areas, is further divided into four different types: adventure, nature based, wildlife and ecotourism. Adventure tourism focuses on the activity in a natural area (Newsome et al; 2002, 12). Hunting is also based on activity, but the motive for hunting trip is not only the action. The most important motives of hunters are: experiencing natural environment, viewing nature, relaxing and being together with friends (Hemmi 2005, 375). Nature based tourism happens in natural setting and focuses on understanding and conservation of the natural environment (Newsome et al 2002, 13). Thus, the primary objective of nature-based tourism is viewing the nature. As it was mentioned before, according to Hemmi (2005), one of the main motives of hunters is viewing nature, too. Basically, hunting includes nature viewing. Nevertheless, hunting differs from nature-based tourism quite dramatically in the amount of interference to the local ecosystem. Wildlife tourism consists of exploring new ecosystems and viewing the wildlife. Many of the wildlife tourists seek for education and information about the wildlife and some merely to be entertained (Newsome et al., 2002, 14). Hunting tourism does not represent entertainment but wildlife is close to the core of hunting; a successful hunt requires comprehensive knowledge about wildlife and its habitants. Yet, hunting tourism is much wider concept than viewing wildlife. Like in the case of nature viewing, hunting includes wildlife viewing but differs in the interference level (Haakana 2007). The last form of natural tourism is ecotourism, which also shares characteristics with hunting tourism. According to Newsome et al (2002), the objective of ecotourism is the sustainable use of resources, cultural revival, economic development and diversification. Sustainable use of resources is one of the cornerstones of hunting and hunting tourism as well.

Hunting activity divides people's opinions clearly in the natural tourism context; some think of it as a part of natural tourism and others do not approve it all. Those who support hunting see it as a part of game preservation. For instance, hunters are considered to support the sustainability of desired game populations through restricting predator populations and by improving the natural habitat of game. Practically, hunting in sustainable way is similar to other usage of natural resources like, for example, picking up mushrooms and berries. In fact, game preservation, hunting and nature preservation have several common interests, although the used methods are different. All parties have positive attitude towards improvement of game populations, habitat and the ecosystem of forests. Those who see hunting and hunting tourism

as a negative aspect are criticizing the killing of animals, which is considered unnecessary and unethical in modern society. (Haakana 2007)

Another interesting type of tourism, in this case, is rural tourism which falls in the “other” category of alternative tourism. Rural tourism is defined as tourism which occurs in rural areas (Sharpley & Sharpley 1997, 22). As the definition of rural areas or countryside is not so precise, it will be described further as well as the scope of rural tourism. The Organization for Economic Co-operation and Development (OECD) states: “Rural areas comprise the people, land and other resources, in the open country and small settlements outside the immediate economic influence of major urban centers. Rural is a territorial or spatial concept. It is not restricted to any particular use of land, degree of economic health or economic sector” (Sharpley & Sharpley 1997, 12-13). Since rural areas are described as opposite of urban, the scope of rural tourism can be broad. As it was stated earlier, all tourism, which occurs in rural areas, can be considered rural tourism. On the other hand, all tourism activities are not typical to countryside or rural in character (Haakana 2007). Sharpley and Sharpley (1997, 6) suggested that the scope of rural tourism is restricted by individual perceptions of what is tourism and what is rural. Nowadays rural tourism is available for the majority of people and provides range of activities which are expanded through time. Still, hunting remains as one of the activities of rural tourism (op.cit.p. 60). Although hunters can hardly be counted as typical rural tourists, the motives of rural and hunting tourism have much in similar and actual hunting usually occurs in rural setting. In fact, one of the main motives of both types of tourism is experiencing natural environment (Haakana 2007).

Hunting tourism seems to share wide amount of characteristics with all the forms of natural tourism and rural tourism. Moreover, both seem to have similar goals and objectives. Nevertheless, hunting tourism does not fit straight into any of the given types of natural or rural tourism. The hunters form a unique group of tourists with distinct motives, separating hunting from natural and rural tourism.

Taking in the account all the characteristics of the hunting tourism and previous researches in this thesis we support the idea that the hunting tourism is a combination of nature-based experience tourism and the adventure tourism with one of the core aspects of wildlife experience.

**Figure 3. Main characteristics of hunting tourism (based on Sharpley & Sharpley 1997, Haakana 2007, Newsome et al., 2002)**



#### 2.4 Potential of development of hunting tourism in Finland

Traditionally hunting is seen more as a hobby than a tourism related business opportunity however, recently the potential of the hunting tourism has been brought to the discussion as one potential part of nature tourism and rural development (Matilainen et al 2006). The potential of hunting tourism as a source of livelihood is not fully recognized and there is a fear that hunting tourism could conflict with recreational hunting. Partly due to this attitude environment hunting tourism is still in its initial stages in Finland. Nevertheless, hunting tourism has the potential to provide an additional source of livelihood for many companies especially in the remote rural areas. Since the hunting season is usually outside the traditional ‘high season’, it could provide tourism companies a possibility to extend their business activities in to autumn and guarantee the year around sustainability of the companies. There is continuous need for develop activities to the low-season and promote the round-the-year activities in rural tourism sector as well as promote new nature-based tourism products based on the natural strengths of the regions.

For instance, already nowadays in some regions hunting tourism (e.g. Lappi, Kainuu, Pohjois-Pohjanmaa) is mentioned as one potential sector of nature tourism. Also recently in national level the Theme Group of Rural Tourism in Finland has considered hunting tourism as one way to diversify nature tourism and continue the season of the rural tourism companies (Matilainen et al 2006).

According to Gössling (2006) the hunting tourism has great potential, presupposing that cultural and social aspects are taken into consideration. Both local hunting teams and hunting tourists contribute in different ways to viable rural communities. The hunting teams help to maintain the sense of community and sense of place that its inhabitants develop over time. Hunting tourism supports the local economy by providing alternative sources of income to farming. Unfortunately, the location of hunting areas and the amount of population, including hunters, are developing into opposite directions. Due to the limited hunting possibilities near urban areas, the distances to the potential hunting areas are growing. Long distances increase the seasonality of hunting as a hobby and weaken the hunting possibilities especially for younger hunters without transportation possibilities.

However, due to the decreasing amount of the rural hunters, the hunting as a method of game management as well as evaluation of game populations might become problematic in the future. Also the scattered hunting areas increase this problem. This development can, however, provide opportunities to the new commercial hunting and guiding services. (Matilainen et al 2006). In addition the growing interest by the women towards the hunting can be seen as a positive trend effecting to the amount of hunters in the future. Also the diversification of hunting motives e.g. due to the increasing dog training and breeding activity have had positive impact. Also the growing trend of health activities, organics food and the increasing game populations in general level are positive trends effecting to hunting. (FACE, 2014)

Russian hunting tourists were chosen to be the potential target group due to the fact that the visitors from Russia present one of the largest visiting groups in Finland. According to the statistics data derived from the Border Interview Survey by Statistics Finland and Finnish Tourist Board visitors from Russia made up the largest visitor group. Forty-seven per cent of the visitors, or approximately 3.6 million visitors in total, came from Russia. The latest data released in 2012 and obviously due to the economical and political reasons the number of Russian tourist much decreased. According to the statistics gained through Finnish Tourist Board the reduction in 2014 was 54% in stays by Russian visitors. Nevertheless, this reduction is not remain to last forever as Russia still is a neighboring country, so the the trips will be increased in near future.

**Table 2. Foreign passengers visiting Finland in 2008-2012 (based on Source: Border Interview Survey 2012, Statistics Finland)**

| Country of residence | Year                    |                         |                         |                         |                         |                                       |
|----------------------|-------------------------|-------------------------|-------------------------|-------------------------|-------------------------|---------------------------------------|
|                      | 2008<br>(1000<br>pass.) | 2009<br>(1000<br>pass.) | 2010<br>(1000<br>pass.) | 2011<br>(1000<br>pass.) | 2012<br>(1000<br>pass.) | Change 2011-<br>2012,<br>per cent (%) |
| <b>All visitors</b>  | 6 072                   | 5 695                   | 6 182                   | 7 260                   | 7 636                   | 5                                     |
| <b>Russia</b>        | 2 331                   | 2 192                   | 2 561                   | 3 261                   | 3 578                   | 10                                    |
| <b>Estonia</b>       | 522                     | 583                     | 561                     | 708                     | 758                     | 7                                     |
| <b>Sweden</b>        | 765                     | 753                     | 712                     | 681                     | 702                     | 3                                     |
| <b>Germany</b>       | 376                     | 332                     | 363                     | 399                     | 342                     | -14                                   |
| <b>Great Britain</b> | 316                     | 267                     | 263                     | 278                     | 273                     | -2                                    |
| <b>Norway</b>        | 187                     | 160                     | 195                     | 216                     | 235                     | 9                                     |
| <b>United States</b> | 114                     | 104                     | 89                      | 121                     | 174                     | 44                                    |
| <b>Japan</b>         | 105                     | 142                     | 109                     | 150                     | 143                     | -5                                    |
| <b>France</b>        | 120                     | 94                      | 132                     | 145                     | 127                     | -12                                   |

Then, as it is seen from the table below in 2012, 55 per cent of the foreign visitors to Finland were on a leisure trip. In the case of this thesis the part about the other trips made by the visitors presents the interest. It is difficult to figure out the exact percentage of the tourist visiting Finland with the purpose of hunting tourism, as such trips include also accommodation, catering and other leisure services. So these specific trips can be remained to the leisure trips and other trips as well. According to the statistic facts from 2012 the percentage of the trips with other purposes than business or leisure was 11%.

**Table 3. Main reasons for foreign passengers to visit Finland in 2012 (based on: Border Interview Survey 2012, Statistics Finland)**

| <b>Main reason for visit</b>         | <b>Number 1000 pass.</b> | <b>Share, per cent (%)</b> | <b>Change 2011-2012, per cent (%)</b> |
|--------------------------------------|--------------------------|----------------------------|---------------------------------------|
| <b>Business trip</b>                 | 1 639                    | 21                         | 8                                     |
| <b>Visiting friends or relatives</b> | 779                      | 10                         | -12                                   |
| <b>Other leisure trip</b>            | 4 201                    | 55                         | 10                                    |
| <b>Other trip</b>                    | 822                      | 11                         | 9                                     |
| <b>Several reasons</b>               | 195                      | 3                          | -29                                   |
| <b>Total</b>                         | 7 636                    | 100                        | 5                                     |

### **3 Hunting culture in Finland**

Hunting has a long tradition in the Finnish society and it still has a significant role in the lifestyle of many Finnish people. Although hunting no longer has the role of an actual profession and livelihood, it has become a significant leisure activity.

The hunting culture of Finland has developed from culture, in which the utilization of natural resources for food or other uses has been essential for surviving. Traditionally there have been extensive rights to utilize nature. The landowning structure and the state's large land areas have provided good hunting opportunities and possibilities. During the 20th century sustainability aspect has been brought to the discussion and the hunting has transformed to a leisure activity and also a lifestyle, in which the game management and population evaluations have become as significant part. The large amount of the previous hunting methods has been forbidden and the ethics of hunting has become more significant factor as before. Due to the variation in the game species and nature there are differences in the hunting culture of the different regions in Finland. Finnish hunting culture respects nature and support sustainable hunt. The game is living free in the forests and often large areas must be covered to reach it. Physical exercise and experience of wilderness belong to the hunting experience. The hunters seek the connection to the nature and also are prepared to respect the peace of nature. The Finnish hunter is proud for the good knowledge on nature and game species. The use of the hunting dog (barking spitz or hound) has traditionally been a part of Finnish hunting culture. In addition the hunting trip includes making an open fire for food and resting by it, even through the night, especially when hunting in a group.

For Finnish people game can still be seen as origin for food. The bag is respected by using it as food in households as a special treat. The actual trophy hunting culture is very rare in Finland. The bag is not chosen e.g. based on the biggest horns (Matilainen et al 2006).

### **3.1 Hunting territory**

Finland is about 1 200 kilometres long and 600 kilometres wide. Finland's area is 338,145 square kilometres, 69 per cent of which is made up of forests, 8 per cent of farmland, 13 per cent of other land and 10 per cent of water. While most of the country's forests are part of the coniferous forest zone, those in the southernmost part belong to the deciduous zone, and in the north to the tundra zone. Such conditions no doubt give good possibilities to local and foreign hunters. Finland's northern location and length mean that the living conditions of game vary greatly in the different regions of the country. Only relatively few game animal species can endure the rugged landscape and severe winters. The game densities are much smaller than, for example, in Central Europe. There is great variation yearly, especially in the population densities of small game species (Finnish Wildlife Agency, 2013).

In Finland, hunting rights go with land ownership. The landowner can lease the hunting right on his property to another party. Hunters have established hunting associations (hunting clubs) and rented areas for hunting and game management, with the aim of forming sufficiently large and uniform hunting areas. Today there are approximately 4,500 hunting associations in Finland, renting areas ranging from 2,000 to 10,000 ha. Hunting associations take care of matters related to hunting and game management.

The hunting-right holder is responsible for supervision. The Game Management Associations have more than 2,000 game wardens. The police and the border guards also come into action in the event of illegal hunting (FACE 2009).

Table 4. Forest-land ownership (based on The European Federation for Hunting and Conservation, 2009)

| <b>Forest land ownership</b> |            | <b>State-owned areas protected by law<br/>(total 25,626 km<sup>2</sup>, 8,4% of land area)</b> |                              |
|------------------------------|------------|------------------------------------------------------------------------------------------------|------------------------------|
| <b>Private</b>               | <b>63%</b> | <b>Strict nature reserves</b>                                                                  | <b>1,488 km<sup>2</sup></b>  |
| <b>State</b>                 | <b>24%</b> | <b>National parks</b>                                                                          | <b>6,750 km<sup>2</sup></b>  |
| <b>Companies</b>             | <b>9%</b>  | <b>Mires</b>                                                                                   | <b>4,057 km<sup>2</sup></b>  |
| <b>Other</b>                 | <b>4%</b>  | <b>Deciduous woodlands</b>                                                                     | <b>12 km<sup>2</sup></b>     |
|                              |            | <b>Wilderness</b>                                                                              | <b>12,815 km<sup>2</sup></b> |

The main game species are the capercaillie, black grouse, wood pigeon, hazel grouse, willow grouse, mountain hare, brown hare, moose and white-tailed deer and, among waterfowl, the mallard. Fur games include the red fox, raccoon dog, American mink, beaver and pine marten. Big game, such as bears, lynxes and wolves, require special hunting licences for game management or damage prevention. The list of the all species of Finland and hunting seasons can be found from the Appendix 3.

Table 5. Most popular games and open seasons (based on: Finnish Wildlife Agency, 2013)

| <b>English</b>       | <b>Scientific</b> | <b>Finnish</b> | <b>Open season</b>            |
|----------------------|-------------------|----------------|-------------------------------|
| <b>capercaillie</b>  | Tetrao urogallus  | metso          | 10.09-31.10                   |
| <b>black grouse</b>  | Tetrao tetrix     | teeri          |                               |
| <b>hazel grouse</b>  | Bonasa bonasia    | pyy            |                               |
| <b>willow grouse</b> | Lagopus lagopus   | riekko         |                               |
| <b>mountain hare</b> | Lepus timidus     | metsäjänis     | 1.9-28.2 (29.2)               |
| <b>brown hare</b>    | Lepus europaeus   | rusakko        |                               |
| <b>moose</b>         | Alces alces       | hirvi          | Licence from Finnish Wildlife |

| <b>English</b>           | <b>Scientific</b>               | <b>Finnish</b>  | Agency. Last Saturday of                                     |
|--------------------------|---------------------------------|-----------------|--------------------------------------------------------------|
| <b>white-tailed deer</b> | <i>Odocoileus virginianus</i>   | valkohäntäpeura | September – 31.1.                                            |
| <b>red fox</b>           | <i>Vulpes vulpes</i>            | kettu           | Whole hunting year, female with cubs is protected 1.5.–31.7. |
| <b>raccoon dog</b>       | <i>Nyctereutes procyonoides</i> | supikoira       |                                                              |
| <b>American mink</b>     | <i>Mustela vison</i>            | minkki          | Whole hunting year, female with cubs is protected 1.5.–31.7. |
| <b>beaver</b>            | <i>Odocoileus virginianus</i>   | valkohäntäpeura | 20.8.–30.4.                                                  |
| <b>pine marten</b>       | <i>Martes martes</i>            | näättä          | 1.11.–31.3.                                                  |
| <b>Mallard</b>           | <i>Anas platyrhynchos</i>       | heinäsorsa      | 20.8. at 12.00 – 31.12.                                      |
| <b>wood pigeon</b>       | <i>Columba palumbus</i>         | sepelkyyhky     | 10.08 – 31.10                                                |

Continuation: Table 5. Most popular games and open seasons (based on: Finnish Wildlife Agency, 2013)

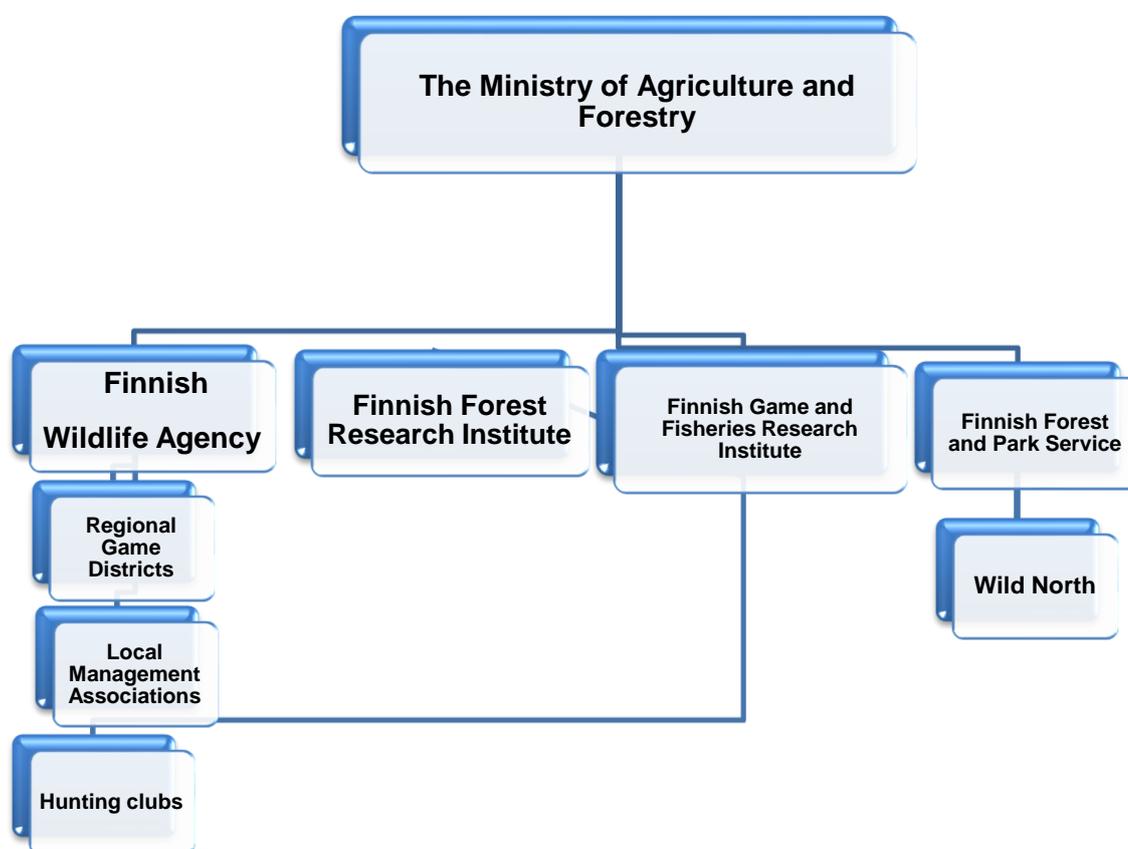
### 3.2 Organization of hunting in Finland

In this chapter the structure of the hunting and main actors in this field will be observed. The hunting tradition, structure of land owning in Finland and wide hunting clubs have provided reasonably good possibilities for leisure and sport hunting. There are thousands of local hunting clubs and game management associations in Finland, and there are two central organizations, Finnish Wildlife Agency (Suomen Riistakeskus) and Finnish Hunters Association (Metsästäjäliitto) representing hunting interests.

The majority of private land owners lease their forest areas to local hunting clubs, typically without monetary compensation. The compensation can be merely e.g. a fixed proportion of game meat annually. Metsähallitus, the organization governing state owned land, allocates the hunting rights on state owned land. Metsähallitus sells licences primarily to those hunters that do not have other hunting opportunities and mainly prioritizes recreational activities rather than business development.

Local people in northern and eastern Finland have free hunting rights on state owned land in their own municipality. This area is called as free hunting rights” or 8§ -area according to the section of the hunting legislation stipulating these rights. This right dates back to the time, when the game had a significant role in the food supply of the local families. “Non-residents have to obtain a licence in order to hunt on State owned land. The current legislation from 2005 requires that all hunters buy a small game hunting licence to hunt on state owned land individually and directly from Villi Pohjola. The sale is opened simultaneously to everyone and operates on a “first come, first served” basis, which causes some overburdening of the sales system especially during the first hours of the sale (Matilainen et al 2006).

**Figure 4. The main actors of hunting organization in Finland (based on own research)**



Next the main authorities responsible for hunting in Finland will be described more detailed.

1. The highest authority concerning hunting related issues in Finland is the **Ministry of Agriculture and Forestry** ([www.mmm.fi](http://www.mmm.fi)). The mission of the Game and Fish Department of the Ministry of Agriculture and Forestry is to secure the prerequisites of game, fish and reindeer based industries by guiding the use and management of the natural resources of these sectors (The Ministry of Agriculture and Forestry 2007). The Ministry oversees and governs Finnish Wildlife Agency.

2. **The Finnish Wildlife Agency (Suomen Riistakeskus) ([www.riista.fi](http://www.riista.fi))**, is an independent institution governed by public law. It began its operations on March 1, 2011. The Hunters' Central Organization and game management districts were merged into the Finnish Wildlife Agency. The Finnish Wildlife Agency acts in the administrative field of the Ministry of Agriculture and Forestry and is a part of the Finnish Wildlife Consortium. The Finnish Wildlife Agency has 15 regional offices across Finland and a central office in Helsinki. The extended board of the Finnish Wildlife Agency includes regional representatives from three major regions: Western Finland, Eastern Finland, and Northern Finland. It carries out public administration tasks and other tasks laid down for it in the Game Administration Act. Game administration is set with social impact goals. These goals strike a balance between viable game animal populations, ethical and responsible hunting, and keeping wildlife conflicts and damages caused by game animals under control. The newest impact goal is to create well-being through game husbandry. The Finnish Wildlife Agency promotes sustainable game husbandry, supports the activity of game management associations, and sees to the implementation of wildlife and game policy. Processing hunting licences and special licences is probably the most familiar public administration task for hunters. The Finnish Wildlife Agency also takes care of group insurance for hunters and appoints the officers, such as shooting test examiners, in game management associations. The wildlife and game policy carried out by the Finnish Wildlife Agency is supported by the National Wildlife Council, regional game councils, and local game management associations.

**The international work of the Finnish Wildlife Agency has three main objectives:**

- 1) It is necessary to predict international development trends to be able to create a strategic plan for Finnish game husbandry. It requires:
  - international networking
  - participating in activities carried out by international institutions
  - exchanging information with international partners (Wildlife Consortium, environmental administration) and acting as a specialist in Finland
- 2) Directives largely define the content of our national legislation. There is a desire to influence the contents of international agreements as well as recommendations and directives based on these agreements. It requires:
  - participating in meetings, negotiations, working groups, and other situations in which international agreements are made and confirmed
  - managing relationships with persons and entities who participate in the aforementioned situations and working groups
- 3) It is important to get information and share Finnish knowledge in international forums. It requires:

- networking with international experts in the field
  - that persons, who play a central role in working with these themes in Finland, participate in international activities
  - Recruiting and training staff capable of international work (Finnish Wildlife Agency, 2014)
3. **The Finnish Forest and Park Service (Metsähallitus) ([www.metsa.fi](http://www.metsa.fi))**, is a state enterprise that administers more than 12 million hectares of state-owned land and water areas. Metsähallitus has the challenging responsibility of managing and using these areas in a way that benefits Finnish society to the greatest extent possible. It is the hunting right holder on State-owned areas (concentrated in the East and North). It usually leases the hunting rights on its smaller properties to local hunting associations, whilst its larger areas (1000 to 250,000 ha) are hunted over under a licence system. Metsähallitus sells hunting permits for hunting small game on state-owned land. The permits are valid from 1 to 7 days, and are sold from the beginning of August. Metsähallitus also sells permits destined for groups for hunting moose and beaver. Regional quotas are applied to the number of permits. The licences of Metsähallitus are an investment in nature, since the income gained from selling licences is used to provide benefit to nature. Our mission is to arrange hunting and fishing opportunities also for those who wouldn't otherwise have them. Furthermore, the game and fisheries wardens are in charge of monitoring the state grounds.
  4. **Wild North (Villi Pohjola) ([www.villipohjola.fi](http://www.villipohjola.fi))**, a state owned company to whom Metsähallitus has delegated the selling of individual hunting licences.
  5. The **regional game management districts (15)** act as the regional authority providing the hunting licences for the most of the game species in their regions (excluded some special species), implement the training and consulting related to the hunting and game management, conduct the regional tasks ordered by Finnish Wildlife Agency and the Ministry of Agriculture and Forestry and oversee the activities of the **local game management associations** (298 associations nationally). The game management associations act typically in the area of one or two municipality (Finnish Wildlife Agency 2014).
  6. As it was mentioned earlier the hunting right belongs to the landowner in Finland. However, typically the landowners “rent” the hunting right forward to the local **hunting club**. Renting the hunting areas enables the formation of larger and more feasible hunting areas than the land area of just one owner may offer. In addition to hunting the hunting clubs take care of the game management, evaluation and surveillance of the hunting in hunting areas in their control. Concerning their hunting areas, the clubs can also sell the licences to the hunters outside of the club, if so agreed.

7. **Finnish Game and Fisheries Research Institute (RKTL)** ([www.rktl.fi](http://www.rktl.fi)) is a research institute overseen by the Ministry of Agriculture and Forestry. The Institute produces scientific data on fisheries, game and reindeer for sustainable use of natural resources, and helps to maintain biodiversity through research and aquaculture. The main tasks of the institute are assessing, compiling statistics and predicting fishery and game resources. The information helps to promote sustainable harvesting of the game resources. (RKTL 2007). This research work is divided into three main sections, which naturally overlap in many respects.
- The first, and for management purposes possibly the most important section, is monitoring of game populations. Game abundance's, and in some cases population parameters of different species, are studied.
  - The second task is to establish models for the optimal harvesting of game populations, i.e. to create rules for "wise use". This means that the Institute must carry out high-quality research on population dynamics.
  - The third section, which is becoming increasingly important, is research into the environmental problems faced by game species. This means studying how game adapt to different environmental conditions and changes, the effect of large-scale forestry on game densities, the welfare of game populations and the effects of pollutants and toxins, to name just a few important subjects of study (FACE, 2009).

7. **The Finnish Forest Research Institute (Metla)** ([www.metla.fi](http://www.metla.fi)) is a research institute also overseen by the Ministry of Agriculture and Forestry. Metla's duties are defined by the law and statute to promote through research the economical, ecological and socially sustainable management and use of Finnish forests. Concerning hunting and hunting tourism Metla conducts research e.g. on the recreational hunting as part of the multiple use of forests and make inventories of the damages game species cause to the forests (Metla 2007).

### 3.3 Profile of the Finnish hunter

In proportion to the population there are more hunters in Finland than in any other European country (Metsästäjien Keskusjärjestö 2013). Statistic facts from 2013 made by Finnish Wildlife Agency that are presented in the Table 2 below say that there were 307, 193 hunters who are the members of hunting clubs, so it is 5,8 % from the whole population. In socio-economic sense the hunters are mostly work or connected to agriculture or forestry industries (25%) or they are in the category of retired, students and unemployed (20%). The usual hunter in

Finland is a middle aged man; however, it is interesting fact that more and more women are also involved in hunting. According to the statistic there were 15 860 women-hunters by that time.

**Table 6. Profile of Finnish hunter (based on The European Federation for Hunting and Conservation, 2009)**

| <b>Hunter\Population</b> |                                         | <b>Socio-economic profile</b>                  |            |
|--------------------------|-----------------------------------------|------------------------------------------------|------------|
| Inhabitants              | <b>5,332,452</b><br><b>(30.04.2009)</b> | Agriculture / Forestry                         | <b>20%</b> |
|                          |                                         | Industry                                       | <b>13%</b> |
| Number of hunters        | <b>307,193</b>                          | Construction                                   | <b>11%</b> |
|                          |                                         | Services                                       | <b>15%</b> |
| % Hunters                | <b>5.8%</b>                             | Civil service                                  | <b>4%</b>  |
| Inhabitant\hunters       | <b>17%</b>                              | Retired, unemployed and students               | <b>25%</b> |
| Membership               | <b>100%</b>                             | Others                                         | <b>12%</b> |
| Diversity                | <b>16%</b>                              |                                                |            |
| <b>Age</b>               |                                         | <b>Sex</b>                                     |            |
| 40-59                    | <b>42,2%</b>                            | <b>5,2% are women</b><br><b>15 860 = women</b> |            |
| 21-39                    | <b>35,4%</b>                            |                                                |            |
| 60 years and older       | <b>17,0%</b>                            |                                                |            |
| 21 years and younger     | <b>5,4%</b>                             |                                                |            |

As a leisure activity hunting has been popular in Finland among all social classes, unlike in many other European Union countries (Finnish Wildlife Agency, 2013). Expect the gender division the socioeconomic features of the hunters match well with the Finnish population in general.

The hunting culture and methods vary in different parts of the country due to the changes in the nature habitats and game species. The allowed under the Hunting Act hunting methods are the following: shooting, bow hunting (only for specified small species), shooting over the hounds (regulations concerning the size of the hound and the game species), trapping (only in specified season), falconry method is prohibited. The biggest wilderness areas, largest forest

areas and land areas owned by the state are located in Northern and Eastern Finland. (Matilainen et al 2006)

The motives for hunting vary among the hunters. For example, the most important motives for hunting given by Finnish hunters are; peace and quiet of the forest, training dogs, sense of community and social contacts, nature experiences, physical exercise, gaining meat, game management and controlling otherwise overly large game populations, rather than shooting (Finnish Wildlife Agency, 2013).

#### **4 Finnish hunting tourism market analysis**

This chapter covers the whole process and characteristics of hunting tourism in Finland. The market analysis was carried out using secondary and primary data collection methods. The secondary data collection methods included internet search about service providers and the primary data collection methods consist of interviews made with the managers of the hunting tourism providers.

Two main search engines were used in order to make an Internet research on the hunting service providers operating in Finland, these are Google and Russian searching system called Yandex. The search was conducted both in Russian and English languages in order to find out which companies have been marketed in Russian market and what results can potential customers get if they are planning to go hunting in Finland. Different search words and phrases were used to get the successful results. In Google the following key phrases were used: "hunting in Finland" which showed 8 030 000 results, then the search phrase "hunting tours in Finland" was used which gave 845 000 results, the other search word was "Finnish hunting" with 1 470 000 results, also "hunting tourism in Finland" and "hunting companies in Finland" which had 457 000 and 509 000 in accordance. As a result under the first general search the main hunting actors and organizations were found as well as some of the enterprises such as Eräpaimen and Erapalvelut. Under the search "Finnish hunting" Finn hunting company was found, the other enterprises were basically found through the articles and researches on this topic. It should be said that the leading hunting service provider which was easily found and assessed was Eräpaimen including the Internet search in Russian language. The search in Russian language was made both in Google and Yandex to compare the results. The same search phrases as in English were used to conduct it. The first search under "hunting in Finland" key words in Yandex system showed 2 million results. Most of the results were the articles concerning the useful information about specifics of hunting in Finland, then discussions on forums and several Russian travel agencies which cooperate with Finnish enterprises such as hunting club Marevo and Suomi Holiday. There were 551000 results under "hunting tour in Finland". The results showed mostly the Russian travel agencies which cooperate with Finnish

providers such as Voyage Line, Veditours and Mvoyage. In comparison Google pages under “hunting in Finland” had 489000 results. They showed the Russian and Ukrainian travel agencies and some of the Finnish providers like Eräpaimen. Under the key words of “hunting tours” there were 507000 results and they were alike as under the last search. To conclude it was challenging to find out the direct web pages of Finnish hunting tourism providers for Russian clients, but the general information concerning the hunting in Finland was easily assessed and the Eräpaimen showed the best results both in English and Russian languages Internet searches.

It was decided to conduct the interviews with the managers of Finnish hunting tourism providers in order to get primary data collection. The questions were concerning the organizational process of hunting tourism services and the needs and preferences of Russian hunting tourists. The following companies were chosen: Finnhunting Oy, Eräpaimen Oy and Nordic Holidays Oy. These companies operating in different regions of Finland specifically in North and Eastern and Central Finland and provide its services also for Russian customers. The interview questions can be found in Appendix 2. The more detailed information according these tourism providers can be found under the paragraph 4.4.

Firstly, it was managed to make a face-to-face interview with the founder of one of the professional hunting companies called Finnhunting. The author of this thesis contacted the manager by email and then agreed for a meeting. Erkki Vähäkallio, the executive manager, kindly agreed to answer the questions concerning the practical side of the hunting business, how it operates in reality and what are the core aspects in hunting business. The interview managed to be complex as the manager is involved in hunting himself for already more than 30 years and he has not only professional experience in this business but also personal one as he participated in hunting tours all over the Europe and even worldwide. The general information regarding the operational process, the marketing part and networking was found out. The manager mentioned the positive potential of the development of the hunting tourism in Finland and also he considered the commercial hunting as a great tool for increasing the game populations as well as the benefits of its business affect not only the tourism providers but also the whole hunting community. Moreover, during the interview Erkki Vähäkallio talked about the customer groups including the Russian target group. He mentioned that the Finnhunting is cooperating with Russian travel agencies as well as the word-of-mouth plays a great role in getting the customers. Finnhunting is planning to develop the contacts to attract this target group. He mentioned also that he himself experienced the hunting trips in Russia and has contacts with the companies which organize the mountain hunting there. According to Erkki Vähäkallio such elements like pure nature, accessibility and high quality of customer service and accommodation attract most of the Russian hunting tourists to come to Finland.

The second interview has been conducted by phone with the manager of Eräpaimen Irina Hirvonen. This interview was mostly dedicated to the specifics of work with Russian hunting tourists. Eräpaimen has been operating in this business for 15 years and up to now has many regular customers from Italy, Austria, Kenya and also Russia. As it was mentioned earlier the web site of this company can be easily found by Russian customers and Eräpaimen provides guided services in Russian languages which eliminate the language barrier between the provider and a client. The manager mentioned that most of hunters come from Moscow region. Usually they have groups and as the most hunters they value the authentic experience in unfamiliar natural environment. According to Irina Hirvonen high quality of accommodation and customer service as well as relatively low prices of hunting tours mostly attract Russian hunters. However, the processing of necessary hunting licences appears to be challenging, so for example customers usually rent the firearm from the company to avoid additional risk with making the additional documents. Due to these challenges the transportation of the trophy also is problematic for Russian hunters. Nevertheless, they enjoy the new hunting experience and mostly Russian customers choose the moose hunting which is one of the most popular in Finland.

The last interview with the manager of Nordic Holidays Oy Kristine Sprude was made by email as it was the convenient method due to the far location of the company which operates in Lapland. This company provides variety of nature-based activities and hunting tours are the small niche and the company is not specifically focused on them. These tours are oriented to the Russian target group and all the information can be found in Russian language. Nordic Holidays provides all-inclusive packages for moose hunting and smaller game species as well as bird hunting in North region of Finland. However, according to Kristine Sprude mostly due to challenges in processing the licences the company doesn't have regular hunting customers from Russia, they are usually the individual hunters.

#### **4.1 Marketing the Finnish hunting tourism providers**

Since the hunting tourism in Finland is almost solely based on the natural populations, the certainty of bag or trophy cannot be used as a marketing argument. Therefore, current marketing is focused mainly on the concept of 'wilderness experience' and depending on the market, the uniqueness of the game species in Finland (Keskinarkaus, Matilainen 2010).

It is an open secret that nowadays the most common and popular way of advertisement is Internet tools. So the hunting enterprises are not the exceptions and they advertise their products and services through their web-pages and through the popular social media platforms as for example Facebook groups. However, it was still quite challenging to find the interested companies for the person who is not much involved in hunting business. In addition, advertis-

ing targeted at the domestic customers can be found in hunting related magazines. Such information obviously can be found only in local language.

Due to the specifics of hunting activity the target groups are not so mass and the people involved in hunting are usually easy can find each other and make connections. Taken into the account this fact according to the manager of the hunting company Finnhunting, the most effective way of marketing in hunting industry is a word-of-mouth. The most common customers are returning customers and the new who come by recommendation or because the client heard or knew somebody who already went hunting in the certain place. In this case the word-of-mouth is seemed to be important and typical source of advertisement in hunting tourism business. For example, some the channels for socializing for hunters are special social platforms. One of these platforms is "WeHunters" ([www.wehunters.com](http://www.wehunters.com)). It is social international network where you can make new friends with the same interests and discuss the new trends in hunting. This platform is operating similar to Facebook, so you can create your own hunting profile. In addition the similar platform is already created for the women hunters ([www.womenhunters.com](http://www.womenhunters.com)). This fact proves one more time that the number of women involved in hunting activity is increasing. The most popular networks for socializing for Russian hunters and getting up to date information are probably "The Hunters" ([www.ohotniki.ru](http://www.ohotniki.ru)) and "Your Bag" ([www.tvoytrofey.ru](http://www.tvoytrofey.ru)). The web sites have friendly interface and you can easily access the news from hunting life, the laws concerning hunting and some instructions for the beginners as well as you can be involved in the discussions. Moreover, the most interesting information hunters share through the numerous forums. In fact during the practical part of this thesis it was much easier to get the necessary information through the social network groups and forums rather than through the specific web-sites or literature. However, in this case it is recommended to check the original source.

According to the manager of Eräpaimen in the beginning of hunting business the company cooperated heavily with the Russian travel agencies mostly from Moscow and St.Petersburg to attract Russian customers. Then, they marketed their company in magazines dedicated to hunting and also for example made a promotion tour for the chief of Russian hunting club. Through time Eräpaimen got the returning clients who themselves form the groups and come together to experience Finnish hunting.

Then, the hunting oriented companies which offer advanced services for the customer make contacts with the travel and sale agencies abroad to attract the foreign clients. Next, concerning hunting usually the hunting services provided by the hunting clubs are developed and "marketed" through the personal connections of the club members.

The hunting opportunities to state land in Finland are marketed mainly by Villi Pohjola (Wild North), which is a state owned company to whom Metsähallitus has delegated the selling of individual hunting licences as it was mentioned earlier. The main marketing channel is the company's web site ([www.villipohjola.fi](http://www.villipohjola.fi)), but also brochures in different languages are produced and distributed.

#### 4.2 The potential groups of customers

Hofer (2002) in his research about hunting tourism included some particular attributes of tourist hunters that were formulated by agencies, organisers, and the hunters themselves.

- Tourist hunters are **traditional**: They tend to prefer species and hunting methods they are familiar with. They expect similar hunting "ethics" they are used to and will be quite critical if this is not the case.
- Tourist hunters are **tempted by novelties**: They tend to take chances on new opportunities. Species or destinations appearing on the market for the first time or that have been redesigned, will attract many hunters. But the novelty will soon wear off, if other conditions do not fit.
- Tourist hunters **enjoy achievement**: They tend to favour those destinations that are likely to offer successful hunts and high trophy quality and reject those where there are indications that wildlife populations are not likely to meet that demand.
- Tourist hunters are **practical**: They tend to prefer hunts that promise efficient and competent organisation. They reject those where there are indications that organisation is likely to waste their time. Further, they tend to believe more in experiences than in promises and advertisements. They look for confident sources of information, and behave according to the recommendations.
- Tourist hunters are **sensible**: They tend to look for a fair balance of costs and benefits. If there are any indications of trickery, they reject the offers. But they can spend a lot, if the benefits meet their wishes.

According to Erkki Vähäkallio (interviewed, March 2015) three main customer groups for hunting tourism can be identified in Finland. These are Finnish leisure hunters, foreign leisure hunters and business customers (partners of some Finnish companies) including possible VIPs. In addition customer groups of hunting tourism can be much segmented e.g. according to the hunting method they practice. The largest target group consists of domestic hunters. They are for example hunters living in urban areas of Southern Finland, who do not have possibilities to hunt otherwise. These hunters also want to have different kind of hunting experiences and seek for original wilderness experiences. Also the increasing activity with training and breeding hunting dogs evoke the hunters to look for suitable hunting environments. Typically

this group represents independent tourists buying their own licences directly from Villi Pohjola and organizing the trip themselves. These so called permit hunters (Keskinarkaus, Matilainen 2009) typically buy only very basic services e.g. accommodation and consumer goods (e.g. food and beverages) during their hunt in the area they are visiting. However, there are approx 35 000 - 38 000 permit hunters annually (Metsähallitus, 2010) and they are likely to influence local economies as they use local services (restaurants, cafe's, gas stations, bars etc) and make purchases (groceries, gas, souvenirs) in rural areas outside the typical 'high season' thus extending the business period of rural businesses. These direct expenditures can represent a significant income for rural areas and when the whole regional effect is considered the income is even bigger. The Finnish hunting tourist is often very independent, sometimes only purchasing the hunting licence.

According to the surveys, 70% of the domestic hunting tourists buying the hunting licence for willow grouse in Northern Finland also use the services of local accommodation companies (Keskinarkaus, Matilainen 2009). The level of the accommodation is often very basic one. Except of sauna and possibly catering services the Finnish hunters very rarely use any other tourism services. However, the number of local hunters who obtains the hunting package from the hunting tourism company is tending to increase according to Erkki Vähäkallio, as the customers become more and more demanding looking for a high quality of customer service.

The second group of hunting tourists typically consists of foreign customers who organize their trip via a sales organization or travel agency. Every year some two thousand foreign hunters visit Finland. Moose-hunting and fowling in particular bring hunting tourists to the country (Finnish Wildlife Agency, 2014). Numerically this group is not very large, however income from this group may be large compared to the domestic market. In these hunting tourism products the added value for a single hunting licence could be significantly bigger than in the domestic tourism model. The foreign hunting tourist typically requires more quality for the accommodation than the typical Finnish hunter. The good quality cottage or farm accommodation should locate reasonably near of the hunting area. The main thing for the foreign hunting tourists, when choosing hunting destination and company, is always the high quality of the hunting arrangements (Keskinarkaus, Matilainen 2010). The incentive hunting tourist are usually provided tailored experience services combining hunting and other tourism services. Good quality standards are required from accommodation as well as catering services and the customers' wishes are taken into consideration individually. They usually buy different kinds of hunting packages including additional services like guiding, sauna and other programme services.

In order to be able to hunt in Finland a foreign customer is required to follow the same rules as the domestic hunters and to have all the necessary licences and permits. The Finnish Wild-

life Agency gives the detailed instructions about what licences of country of residence should be presented and where the Finnish licences can be obtained. First of all the foreign hunter should gain the hunting licence in Finland. Each hunter must have: a Finnish hunting card, hunting rights or a hunting permit granted by a land owner or holder of hunting rights, a firearms licence, in cervine and bear hunting: a certificate of a passed shooting test for certain species of game, a hunting licence or an exemption.

### **1. Hunting license in Finland granted for 1 year**

- It is required to present a hunting license that is valid in their home country, or some other reliable documentation that proves that they have the right to hunt in their homeland.
- Without such proof, a foreign hunter will be required to acquire a Finnish hunting qualification in order to hunt in Finland. In this case game management associations organize hunting examinations, which are subject to a charge.
- It is required to pay the state a game management fee (33 euros)
- These documents are to be presented to the instructor of the relevant game management association who, after checking them, will order a paying-in slip for the game management fee for the person in question from the Register of Hunters.

### **2. Shooting test**

If intends to participate in hunting for deer species or bears that are subject to a hunting permit with a rifled firearm, they are required to take a Finnish shooting test. Before the shooting test, shooters are required to present a valid hunting card or a prepaid hunting card for the coming hunting season to the supervisor of the shooting test and when so required also show proof of their identity. Furthermore, before performing the shooting test, the shooter must present to the supervisor of the shooting tests a valid licence to carry the weapon to be used in the shooting test.

- Tests are organized by game management associations especially in the summer and early autumn.
- A hunter earns a certificate which will be valid for three years from the date of the test.
- A foreign hunter can provide with proof that they have the right to hunt game of a similar size in their home country; they do not need to take the shooting test in Finland.
- Host acquires a Finnish shooting test certificate for the foreign guest at the same time as they order a Finnish hunting licence

There are three different shooting tests organized:

#### **Roe Deer Shooting Test**

- means the test needing to be performed when hunting roe deer (*Capreolus capreolus*);

### **Moose and Deer Shooting Test**

- means the test needs to be performed when hunting moose (*Alces alces*), white-tailed deer (*Odocoileus virginianus*), red deer (*Cervus elaphus*), wild forest reindeer (*Rangifer tarandus fenniindicated*)

### **Bear Shooting Test means the test**

- Is needed to be performed when hunting brown bears (*Ursus arctos*)

### **Target pattern and completion of the shooting test:**

The target pattern used in the Roe Deer and Moose and Deer Shooting tests has a hit area 23 centimetres in diameter while in the Bear Shooting test the target pattern's hit area is 17 centimetres in diameter. The test requires four shots to be fired at a non-moving target only from either a standing, sitting or kneeling position (shooter is free to choose his position) from a distance of 75 metres. The time allowed to make these four shots is 90 seconds starting from the first shot. Supports are allowed as long as the weapon is not mechanically fastened to its support. The applicants are allowed no more than five test attempts during any one shooting test. Approval and payments The shooting test performance is approved if all four shots of a shot series at least touch the outer edge of the target's hit area. An approved Bear Shooting Test equals the Roe Deer and Moose and Deer Shooting Tests. An approved Moose and Deer Shooting Test equals the Roe Deer Shooting Test. The fee charged for the Shooting Test is € 20 per test session.

### **3. Hunting permit**

- Is sold or given by hunting rights holders, such as landowners, hunting clubs and, for state-owned land, the state forest enterprise Metsähallitus.

### **4. Dogs**

#### **In case of importing of hunting dogs from EU countries:**

- The animals should be **identified**. Animals must have a microchip or a clearly readable tattoo for identification purposes. From July 3, 2011 onwards, microchips will be considered the only acceptable form of pet identification. Animals must have an identification marking before they are vaccinated against rabies.
- Animals must be vaccinated against rabies with an inactivated vaccine conforming to an international standard (WHO). A veterinarian shall record the rabies vaccination expiry date in the pet passport.
- Before importation to Finland, dogs must be given an appropriate dose of echinococcosis (anti-cestode) medication containing praziquantel or epsiprantel, which has been approved for use in the species to be treated. A veterinarian shall record the use of echinococcosis medication on the pet passport.
- Animals must travel with a pet certificate (pet passport) containing the animal's identification information and a veterinarian's record of a valid rabies vaccination and echinococcosis medication.

**In case of importing from countries outside of the EU:**

- A veterinary border inspection must (with certain exceptions) be carried out for animals imported from outside of the EU. However, customs will inspect non-commercially transported pets as part of customs controls at authorised frontier crossing points. Foreigners must also ensure they may take their dogs back to their native country after a hunting trip

**5. Firearms**

A foreign hunter may use his own firearms or he may also borrow a hunting weapon from his Finnish hunting host. The regulations for importing firearms vary depending on which country the foreign hunting guest is arriving from.

**In case of Importing one's own firearms and cartridges**

- A firearms license granted in Norway, Sweden or Denmark permits its holder to import the firearm in question and a sufficient amount of cartridges, as well as to hold them in his possession for a maximum of three months. Proof of participation in a shooting or hunting event must be presented, for example, in the form of an invitation, as a prerequisite for importing the firearm.
- If the hunting guest arrives from a country belonging to the European Union, the easiest way import firearms is to obtain a European firearms passport. The holder is allowed to transport and bring to Finland a firearm and cartridges for hunting that fit category C or D of the firearms directive, and is indicated on the firearms passport. A holder must also carry a written invitation or other reliable documents proving that the transportation or importation of the firearm is necessary in order to participate in a hunting event.
- Another option is a personal import license which allows its holder to bring firearms and cartridges to Finland. In order to obtain a personal import license, the person entering the country must present the Finnish Police a certificate given by the authorities in his own country which states that he has a license for carrying the firearm in question in his native country. A personal import license is granted for a maximum of three months. A personal import license applies to the importation of firearms and cartridges to Finland from EU countries, as well as from countries outside the EU.
- A third option is to obtain a license from the Finnish police authorities for carrying the firearm that is to be imported.

**In case of borrowing a firearm from a Finnish citizen:**

The Finnish police authority can grant a foreigner a parallel firearms license with the consent of a Finnish firearms license holder. In order to obtain a parallel firearms license, the foreign person must present a permit to carry a firearm granted by the authorities in his/her native country. In addition, he must also give a written account of his intention to carry firearms in Finland. The parallel firearm license can be obtained at Finnish police stations or, in special

cases, from Finland's foreign delegations. A Finnish person may lend a firearm to a foreigner if the latter has a document permitting him to carry a firearm in Finland. These documents include a firearms license granted in Finland, a firearms passport granted in some other EU country or a firearms license granted in Norway, Sweden or Denmark. The person lending a firearm may, however, only lend one that corresponds to, or is less powerful than, the one that the foreigner him/herself has a license for. A person who is 18 years of age and carries a firearms license may lend his gun to another person under his supervision, if he is able to effectively survey and guide the user of the gun in a manner in which using the gun will pose no danger ( The Finnish Wildlife Agency, Hunting in Finland, 2014).

The third group of customers consists of the business clients. The business and VIP customers can be seen as one important customer group. For example the companies offer incentive hunting trips to their key customers. In addition policy makers invite their interest groups especially to moose hunting (Matilainen et al 2006)

### **4.3 Hunting tourism service providers of Finland**

Typical hunting tourism companies of Finland can be roughly divided into following classes:

- **Hunting tourism services combined to the farm holiday activities**

There are hundreds of farms in Finland offering at least as part time job tourism services. Many of them are offering also hunting tourism services in order to fill up the low season of autumn and early winter. Typically hunting takes place in the entrepreneur's own land area or by co-operation arrangements with a local hunting clubs on the common land area of a few landowners. Usually the farm also develops the living conditions of the game species by some intensive game management actions. In addition they typically build some infrastructure e.g. shooting places. Usually the hunting is focused on the small game species, the most common being the waterfowl and fasan. The customer groups are small hunting parties or the business customers. To many of these companies the customers return year after year. In addition to hunting, these hunting tourism products can include other services from transportation, catering and accommodation to hunting-dogs with the guide.

- **Hunting from the rented cottage**

There are hundreds of entrepreneurs renting cottages in rural areas, who also advertise the hunting possibilities. Some of the entrepreneurs can offer their own land areas for hunting, but a significant amount base their hunting products on co-operation with the local hunting club or on State's land. The customers are mainly very independent hunting tourists, who rent the cottage as a small group. The services bought are typically only the accommodation and sauna. Some of these entrepreneurs also offer maps and guiding services.

- **Hunting with the professional guide**

A few companies offer the hunting experiences with the professional guide, who is familiar with the local areas and hunting conditions. Typically this service is targeted to groups from 1 to 5- persons in time and tailored often according to their needs. In addition to hunting these hunting tourism products include full service from the transportation to the catering and accommodation services. If needed, the entrepreneur can also provide hunting dogs with the guide.

- **Camera hunting**

During the recent years especially in Eastern Finland camera hunting has become more and more popular. Already several companies base their business to offering photographing tours to tourists. Typically e.g. the bears are attracted to the carcass in the forest and the photos are taken with professional guide utilizing infrastructure especially designed for this. The customer groups vary from people interested in nature to the business customers (Keskinarkaus, Matilainen 2010).

In this thesis the hunting providers with the professional guide and advanced services present the main interest. Therefore next the enterprises which provide domestic and foreign hunters with hunting services in Finland are described.

#### **4.4 Interviewed hunting tourism companies**

There are approx. 10-20 of professional hunting tourism companies in Finland, who market actively the hunting tourism services also to foreign customer groups and e.g. have contact to sales agents in other countries. In addition to hunting these companies offer also e.g. fishing tourism products, accommodation, catering, guiding and different kind of activities. The common elements of these products are nature experiences.

- **Finnhunting Oy**

Finnhunting is a young and developing company located in Espoo. It has already become one of the leading companies in Finland which focused on the hunting activity and additional hunting related services. In comparison with the other providers Finnhunting has a big area of operation in Southern, Central and Northern Finland and it offers hunting trips for various game species. The company operates mainly on the private land in cooperation with the landowner or a local hunting club. In addition to domestic hunting, Finnhunting organizes hunting tours abroad for their customers due to a big number of international contacts especially in Poland, Romania, Scotland, Germany as well as the company organizes the hunting trips for foreign hunters in Finland.

The Finnhunting provides hunting tours in Finland for ungulates such as moose, white-tailed deer, wild forest reindeer, birds such as capercaillie, black and wild grouse, fieldfare and

small games as beaver and grey seal. You should firstly choose the desired hunted animal and then according to your preference the tour will be organized. As a professional in this field Finnhunting provides the full service for their customers. The package includes transfer to the place, accommodation in the cottages in the hunting area, catering service, guiding service by professional instructors, the hunting licences. Vähäkallio claimed that the customers are highly demanding therefore the most important in hunting tour is time management, careful organization and high quality in customer service to satisfy their needs. It is also essential to listen to clients' wishes and to be flexible as in any other service. For example the company tries to find the best possible variants of accommodation in the area. In order not to have any language difficulties there are also translators available for the foreign clients. Most of all Finnhunting has individual customers, however, there are more and more groups consisting 2-5 friends. Foreign customers which number is increasing are mainly from Great Britain, Germany and Russia. In order to get attract the foreign clients Finnhunting cooperates with the travel agencies internationally and use the international contacts of Finnish tour operators. However, the best marketing tool in hunting business is word-of-mouth as most of the customers who reserve the tours are happen to hear or know somebody who has some connection to Finnhunting. Erkki Vähäkallio pointed that European hunters in fact form a big family. As well the enterprise provides hunting licence courses, especially for business clients. It helps to get new hunters and new potential clients. Also it is good that the starting hunters learn from the very beginning how to do things in a right way.

Finland has one of the easiest systems of getting a hunting licence as it can be done in one day according to Erkki Vähäkallio. For example, domestic clients who are mostly already the members of the hunting clubs should provide the company with the hunting licence and the certificate of passed shooting test if the client wishes to hunt for a big game as ungulate or a bear. For foreign clients it takes approximately two weeks to issue the necessary hunting licences. The client should provide the scanned documents from the country of residence in advance depending on the desired tour. These documents should include translation of hunting licence, proof of a right to hunt big games and firearm licence. In case of any troubles concerning firearm it can be rented from the company.

Another peculiarity which makes Finnhunting different from the other providers is that there is possibility to choose not only the desired animal but also the hunting method. In moose hunting it can be driven hunt, either with beaters or moosehounds, or using stopping moosehound. Hunting of white-tails is mainly conducted from high seats near feeding grounds and passing places, yet driven hunting using dachshounds is gaining popularity. Also there is opportunity to hunt wild forest deer which is a unique and very rare game in Finland and so only few licences are issued annually. Hunting for birds can be done using pointing dogs but also during early mornings near swamp areas where birds come to practice lekking. Besides group

hunting you can choose individual hunting as well or with the smaller amount of hunters in a group. Erkki Vähäkallio himself always involved in the hunting tour with two more members of his company. Usually he is much in contact with the clients taking care of the schedule and while my partners are taking care of the organizational part of the hunting itself. So the tour is made with the help of the professional guides and in the group hunting all the members has their own roles.

Erkki Vähäkallio reckoned that commercial hunting brings benefits not only to the tourism company but for the whole hunting community in the area. The hunting tourism provider is concerned on the increasing of the game population and sustainable way of using forest resources. So the hunter has better chances for successful hunt with the help of the tour provider and professional guiding rather than hunting himself. There is an extra price for the trophy like skin or horning which is not included in the package price. However, there is no guarantee or refund provided in case of not gaining the prey.

- **Eräpaimen Oy**

The other company which organizes hunting for hunters including Russian customers is Eräpaimen. The company locates in eastern Finland in the place called Kosula. Eräpaimen focuses on nature tourism providing fishing tourism in winter and summer time, wild animals watch which is gaining popularity and moose, birds and small game hunting for domestic and foreign customers. According to Irina the company has mostly foreign clients who became returning through time from such European countries as Italy, Austria, Scotland and even from Kenya. In addition Eräpaimen works with Russian hunters who are mostly from Moscow. The hunt is organized on the territory of 8,6 hectares and with the help of Tuusniemi hunting club. The package includes high standard accommodation in lakeside cabins, meals, hunting guides with hounds. The extra costs includes trophies, transfer, renting firearms and the processing of the hunting licences. During the reservation of the trip the foreign customers should provide the company with the scanned hunting licence, firearm licence and the proof of ability to hunt for a moose in advance month time. In case if the hunter doesn't have the shooting test, it can be organized by Eräpaimen which costs 15 euros.

As well as the other tourism providers Eräpaimen is flexible in offering its service and it takes into account the preferences of the clients in the process of the tour organization. Moose hunting is a group hunting, so the group may consists of 2 to 10 people and the method of hunting is with a stopping moosehound. The idea of this method is to wait on the certain place until the dog has located and stopped the moose, meanwhile hunters will be waiting at meeting places every of which has a number and track dogs movement with GPS system. The roles are beforehand divided between the members of the group. The hunter can choose either waiting at the position or going with the instructor which of course increase the chances of the result. As the other hunting providers Irina mentioned that the company can't guaran-

tee the trophy for the customer and the successful result much depends on the effort of the hunter.

The prices of the packages vary depending on the clients' preferences and wishes according to the tour as well as on the amount of days which varies from 1 day till one week or more. Also a customer can combine hunting and fishing or the other activities like excursions.

Regarding accommodation Eräpaimen company provides their customers with high standard lake cabin for 2 persons and a 5 star cottage for 13 people.

- **Nordic Holidays Oy**

Nordic Holidays operates in northern part of Finland, in Lapland, Kuusamo region. It mainly focuses on nature-based and adventure tourism providing fishing tours, rafting, mountain climbing, horse-riding as well as less active leisure activities all year round for domestic and foreign customers. However, the hunting tourism services are oriented on Russian market and you can find the typical hunting programmes and services only in Russian language. It provides moose hunting, wildfowl hunting and hare and foxes hunting in Muovaara hunting area with the help of local hunting club. The clients can choose two days or four days hunting package. It is necessary firstly to choose the preferred package and according to that send the scanned hunting licence and firearm licence from the country of the residence in four week in advance. In case of any troubles with the bringing the firearm, it can be rented from the hunting club. Basically a package includes a transfer from Ollila airport, the accommodation in the cottages including sauna, meals 3 times a day, the guiding service, processing of licences and insurance as well as the price includes the trophy or skin of an animal. The price of the package also includes shooting of one animal but for the additional payment can be organized the hunting on small games or birds as well as the additional number of big game. The additional services include visiting the fishing exhibition and shopping in the local area. Two days moose hunting costs 2250 euros per person, four days hunting is 3270 euros per person. The moose hunting is a driven group hunting there can be from 2 to 4 professional instructors who controlling the situation and providing the hunting dogs. The group can consist of 4 to 8 hunters. The bird and small game hunting including hare and fox can be also last 2 or 4 days. The additional days are extra paid which consists of 470 euros per day.

However, according to sales manager of Nordic Holidays Kristine Sprude, the hunting tours are not so popular among the Russian tourists and they are reserved rarely. Usually the packages reserved by individual clients. The manager explained this fact by complicated process of making the necessary documents and licences which is also time-consuming.

#### 4.5 The most relevant hunting tourism models

The most popular game species for hunting tourism in Finland are moose (*Alces alces*) and grouse species, particularly willow grouse (*Lagopus lagopus*), black grouse (*Lyrurus tetrix*) and capercaillie (*Tetrao urogallus*). These species are also the most favoured among local hunters, which can lead to conflict especially when game populations are small and quotas are limited (Finnish Wildlife Agency, 2014)

There are developed a few different kind of business models via which hunting tourism products are sold for both moose and small game. The models differ from each other based on the different license system (moose and small game), the social environment of the hunting tourism company and the geographical variation in the hunting culture (Keskinarkaus, Matilainen 2010). As moose hunting is seemed to be the most popular among the tourists this hunting model will be observed.

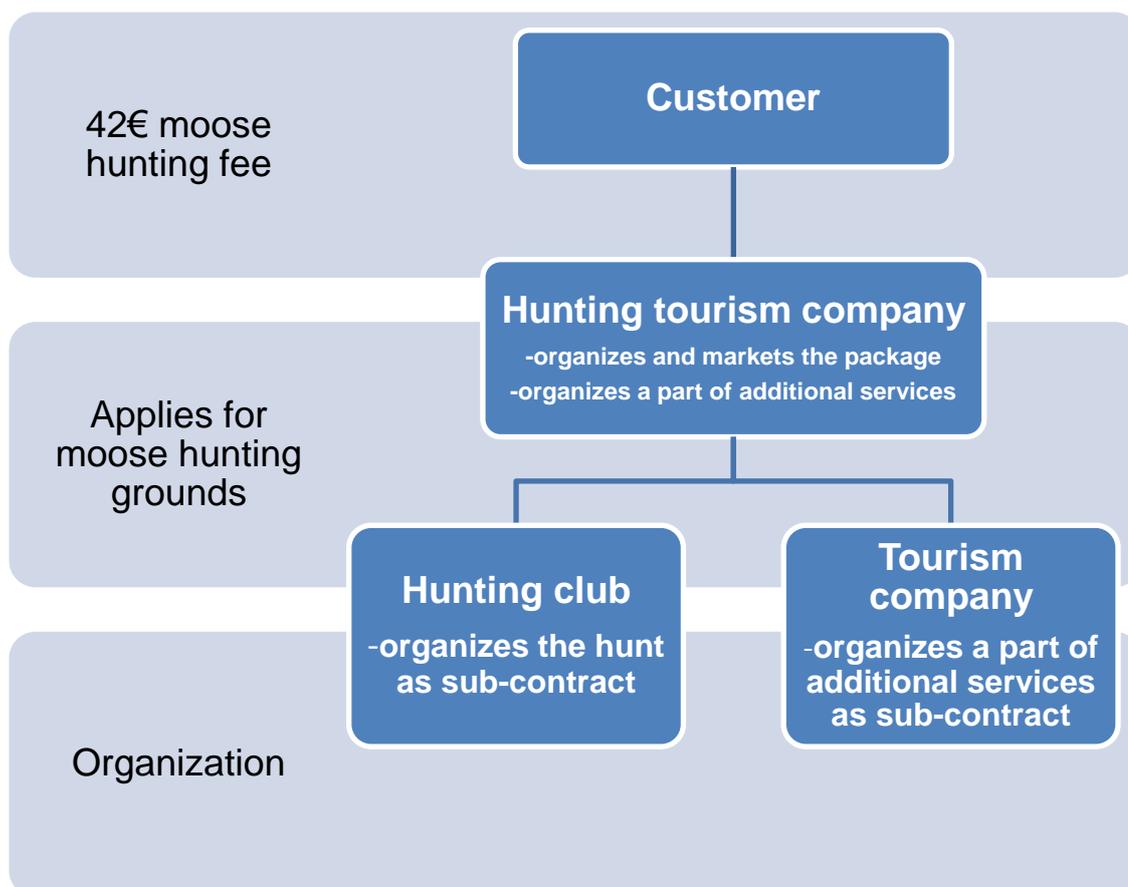
Hunting tourism based on moose hunting is typically implemented in close co-operation with the local hunting clubs or by the clubs themselves. Some of the clubs have agreed with the hunting tourism operator to host a certain number of guests each season and the moose licenses for the guests come from the clubs' own quota. Typically the hunting club estimates the number of guests that can be hosted so that members own recreational hunting is not compromised. If the club utilizes state land they rent the hunting rights from Metsähallitus. In the same way independent tourists or a hunting tourism company can also put together their own moose hunting club and apply to rent the hunting grounds from Metsähallitus. In addition to the access to the hunting grounds, the hunters need to pay a moose hunting fee of 42 euros to State, which gives them the right to hunt moose on allocated state land.

As for this thesis the main interest present professional hunting enterprises the model where the main actor is the tourism company will be presented.

The tourism company pays the hunting club a daily fee for taking the tourists along on their hunting trips and sometimes an additional fee depending on the moose the tourist shoots. Typically, the club also usually keeps the meat. The hunting tourism company operates in the customer interface and organizes the rest of the hunting tourism package including local transportation, accommodation, meals and other tourism activities as well as a possible programme for family members. The hunting tourism company's revenue is especially generated from these additional services rather than via provision of the hunting opportunity per se. The package can for example include a one week programme with moose hunting and potentially small game hunting. Most of the customers are foreign or business customers and the compa-

nies may have sales agents in other countries. The price range for one week hunting tour varies in Eastern Finland between 2 000-3500 €. Sometimes parts of the product are also sub-contracted to other tourism companies in the area.

**Figure 4. The moose based hunting tourism model, where the hunting tourism company is the main actor using hunting clubs and other tourism companies as sub-contractors providing parts of the service (based on Keskinarkaus et al 2009).**



## 5 Service product development

The main goal of this thesis is to make the development suggestions and a product oriented to Russian market. The main idea was to reach foreign hunters as future potential customers. In order to receive the full advantage from the theory presented earlier it was tried to be implemented into practice. The product development based on the collected research data about the specific target group. In this chapter the process of product development is followed by analysis of the preferences of the certain target group (Russian hunters).

Tourism, among other industries, is connected to consumption. In order to consume tourism, it has to be made into a product, a commodity that can be bought (Haakana 2007). In tour-

ism, hospitality and leisure people are dealing with a service product, which is different from the general goods sold in the markets. The service product is complex, because service can be anything from personal service to service as a product (Cooper et al 2008, 325). Tourism product is usually considered as a package which consists of attraction, services, accessibility and images related to the destination and price (Hemmi 2005, 531).

A service product has three major characteristics that are intangibility, perishability and inseparability. Intangibility basically means that a service product is hard to evaluate or demonstrate before the purchase. There are some aids to increase the tangibility of the product before the purchase, such as printed literature, videos and branding. Perishability means that a service product cannot be stored to be sold in future. This particular characteristic creates the high-risk nature of tourism industry. For example, perishability is strongly linked to the season-based demand in the field of tourism. Perishability means that consumption and production of the service product happen simultaneously. Both, the service provider and consumer are present when the actual service happens (Cooper et al 2008, 326-327).

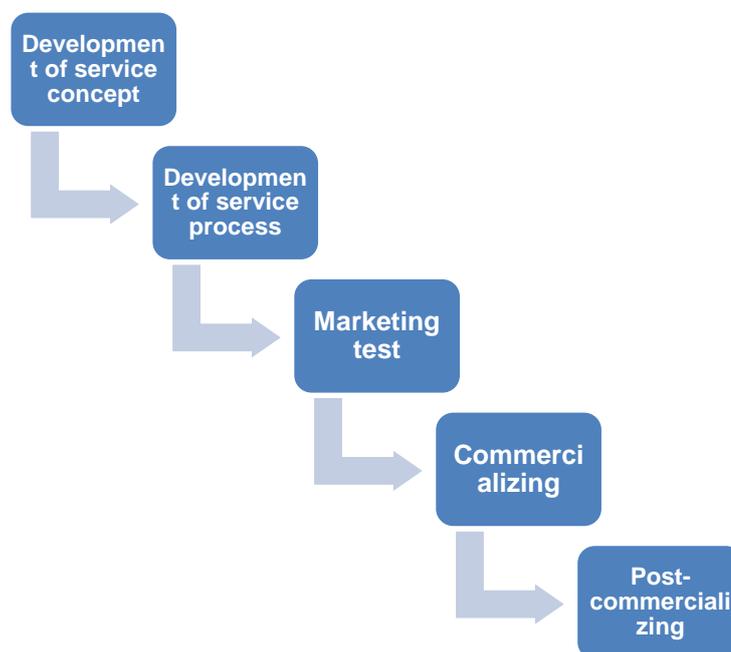
In order to understand the customer's point of view of the product, one should consider their needs and motivations. The customers have become more and more demanding through the competition in the industry. The modern tourist's fundamental need is memorable experience. Thus, the core product is the experience and other elements, for example destination, surroundings and staff are supporting the core product (Hakkana 2007).

There are several different models to identify product development. In the context of tourism, the basis of product development is the customers' needs and motivations. The service provider needs to understand both, the basic and social needs of the customer. Product development is often connected to developing the events, programs and activities of a tourist destination. However, this is not the case because finished product consists of all the services of the trip including travel. Often service providers offer different opportunities to do something else instead of the product. Product development basically means that the different possibilities of destinations are formed into products, which have a certain core of value and price. Product development should be based on researched knowledge about the customers' needs not on the provider's own preferences (Hakkana 2007).

### **5.1 The process of product development**

In tourism, the process of product development follows the steps of any universal product development model. However, the customers' participation in the different parts of product development creates the uniqueness of the field of tourism. The ideas that start the product development often come from the needs of the customers.

Figure 5. Process of product development in tourism (based on Komppula, 2001)



The more detailed the stage of development of service process is described below as this part presents the main interest according to goals of this thesis.

#### Development of service process

Basically, the service process includes the actual service product. When the product is described to the customer usually in a brochure or offer, it includes the factors only visible to the customers. For the provider, the product includes all the actions needed to deliver the expected value to the customer. These actions can be for example accommodation, dining, transportation and activities. The service provider should see these actions as modules linked to each other, forming the service chain. All these modules should be linked together naturally and fulfill the customers' expectations of quality (Komppula 2001).

In order to manage all the modules in the service chain, the service provider can use, for example, blueprinting. This chart describes all the parts of the service chain where the customer is in contact with the service organization. Furthermore, the blueprint includes the actions connected to the customer service and also background work. Basically, the whole service process is described in a chart, which includes all the customer's actions and both, the visible and non-visible production of services. Blueprinting is especially useful when the modules are produced by different providing companies. From the service providers' point of view, the blueprints of a service chain already form the prototype of the final product. Before the product can be marketed, it should be tested, analyzed and described. All the modules should be tested by company's own staff, especially if it includes arranged activities. This is done to

check safety issues, schedules and other possible problems or risk factors in the service process. When using the company's own staff, there is a risk that some of the problems will not be discovered. For example, factors depending on the customer's own abilities or cultural background might not be noticed. Thus, it is common that companies use friends or relatives to test a new product (Murphy et al 2000, 43-52).

Another important step between marketing is the financial analysis. A good tourism product should be financially profitable, easy to sell and have a long life-span. The lifespan of the product is especially important, since product development requires time and money. The pricing should cover the expenses and, at the same time, be competitive among other service providers. The financial analysis should also cover matters concerning group sizes, safety, quality and the buying potential of the target group. Finally, the tested product can be described to the customers. This is usually done using brochures or other written forms, such as offers. The description should create images that fulfil the customer's expectations. Furthermore, it should clearly point out which needs the product fulfills and what kinds of experiences are possible. On the other hand, the product description often includes the different modules of the service process and their technical and functional quality factors (Middleton 1989, 135-137).

## **5.2 Analysis of needs and preferences of Russian hunting tourists**

In this paragraph the results of survey are presented and analyzed. The survey was conducted with the purpose to figure out the preferences of Russian target group. The questions of the survey can be found in Appendix 1. The results of the survey are supported with the information gained through the interviews with managers of Finnish hunting tourism providers.

The survey was shared through popular Russian social media Vkontakte and Facebook groups as well as in the hunting forums. The groups where the survey questions were posted were dedicated to hunting so all the respondents are strongly involved in this activity. As a result 65 middle aged men with more than a half of them (56%) hunt more than 10 years have answered the questions. The questions of the survey and the results can be found in appendix 2.

The starting questions were dedicated to the most important aspects and reasons for hunters in their favorite activity. Under this question it was managed to get the information on what should the tourism provider focuses on in the whole hunting package. The main reason of loving hunting for most respondents is a good company of friends that share the same interests. Also many of the hunters got involved to hunting due to family tradition as their relatives were hunters. This fact positively affects hunting tours in Finland as most of the hunts required a group of hunters and therefore the team work that was mentioned by the Russian

hunters can be easily implemented. In addition some of the respondents mentioned that fishing was the reason for them to start hunting. According to the manager of Finnhunting most of the Russian customers were keen on fishing and while hunting tour they tried to go fishing as well if there was any lake in the area. This aspect should be also taken into consideration in the process of organization of the tour for Russian clients.

The other question was about the main aspect in hunting and the most popular answers were the following: the whole process of hunting including organization and preparation, then enjoying and resting in nature viewing its wilderness far from cities including nature preservation. The other aspects mentioned were about the good company of the friends who share the same interests, socializing with the other hunters and feeling the team spirit. Also some respondents answered that hazard and passion, and even the instincts, as well as the successful result and trophy play a big role for them in hunting. For those who value the hunting trophy the organized tour is especially may be interesting. The tour provided by professionals guarantees that the area has game populations as they take care of that, also you will be guided and the chances of a successful result are much higher in comparison with individual hunting by yourself. Irina Hirvonen stated that for the most of the customers from Russia that the company worked with the successful result and trophy was one of the key points of the hunting process. As well the organized hunting tour provides the client with new contacts among the other hunters and the client is able to share their own experience with the others which means much for Russian customers. Also the hunting tour is a good way to spend time with the company of your friends and to have some new experience in unfamiliar environment.

Next, 84 % of the respondents positively see the possibility of hunting abroad. The top destinations that Russian hunters would like to visit were Canada, Africa due to its specific hunting methods and species. Concerning Europe such countries as Germany, France, Serbia and Finland were mentioned. However, many respondents answered also that Russia has much unexplored hunting territories as well as the post-Soviet countries such as Kazahstan, Kirgizia, Mongolia and Belarus which were mentioned as desired hunting destinations. In addition some hunters replied that not specifically the country plays the most important role in choosing the destination rather than hunting methods and hunting itself. In this case it is relevant to market Finnish hunting tours making the accent on unique species which habituate only in Finland or which are hutable only here and various hunting methods to attract more the Russian customers.

Then, it was offered for the respondents to maintain the aspects that play the main role in choosing the hunting tour and what factors can cause the problems in this process. According to the gained results 66% respondents wanted to go hunting abroad was getting new experience in hunting environment and making new contacts at the destination. Also Irina Hirvonen

told that the core idea that unites all the hunters was the desire to share their own experience with the others and therefore to hunt in different areas and for the different species. This idea was also proved by the results of the survey. The other aspects which also are valuable for Russian hunting tourist were hunting for unfamiliar and new games (46%) and knowledge of hunting culture of the destination (44%). Therefore it makes sense to include into the hunting trip the authentic traditions of Finnish hunting culture to get the customers more familiar with the specifics and peculiarities of the hunting destination.

The other important aspect which was mentioned by Eräpaimen manager Irina and that was gained through the survey was the quality of accommodation (20%). Irina stated that according to the experience of the customers and her own the standard of offered accommodation in Finland is higher than in Russia therefore the facility services also attract the Russian customers.

The next question was concerning the problematic issues for tourists connected to the hunting trip. The challenges mentioned were not definite and many aspects got the same amount of votes. The two main aspects that are seen problematic for Russian hunting tourists are the time-consuming process of getting the necessary licences and the expenses (51%). Obviously the hunting tourism is not only specific but money consuming type of tourism. However, due to the professional view given by the manager of Eräpaimen Irina the prices for the hunting tour organization in Russia may be even more expensive than in Finland.

Regarding the processing of the necessary documents for hunting this issue was mentioned as a problematic by all the interviewed hunting tourism providers. The rules are differ and more complicated for the Russian customers than for the European Union citizens. They need to collect and sent the verified translations of the licences from the country of residence but it is almost impossible to bring the own firearm. 40 per cent of the respondents see the transportation of the own gun abroad as problematic. In this case practically all the hunting tourism enterprises provide their customers with the possibility of renting the firearm. Still it is necessary to apply for the permission to borrow the firearm from the host at the police station.

The other problematic issue which was mentioned by the respondents (17%) was the language barrier. The manager from Eräpaimen also mentioned that for Russian customers who reserve a hunting tour the service language plays an important role in choosing the trip. Not all the hunting tourists are able to communicate in English due to the specific terms of the topic so to attract this segment of the customers it is important to have opportunity to provide the service in their native language.

The same percentage of respondents reckoned that they face the problem with finding the necessary information concerning the hunting tourism providers. In addition to word-of-mouth which was mentioned by my Finnhunting manager, the other good way to ease the process of finding the information for Russian customers which was implemented by the manager of Eräpaimen is creating a web site on Russian domain which is easily can be found through Russian search systems.

### **5.3 Product development suggestions for Russian target group**

The core of the service concept is the needs and value expected by the customer and how they are fulfilled. The basic motivation of hunting as it was learned through the research is of social character, for example, experiencing and viewing wilderness of nature, relaxing and being together with the friends. However, the need of a hunt abroad for a Russian hunter should be determined. According to the results of the survey most of the hunters have great possibilities to hunt in the country of residence as well. Thus, the need seems to come from the desire to experience new hunting environment. In practice, this need should be fulfilled by offering the opportunity to experience the local hunting culture as this aspect also played a big role for the Russian hunting tourists. Concerning the hunting culture, Finland has got unique features and game species that distinguish it from the other hunting destinations.

The customer could be offered traditional hunting method of small group hunt with the Finnish hunting dogs or a moose hunt with larger group and dogs. The main idea is that there should be an impression of a real hunt instead of a tourist trip. As the customers are becoming more and more demanding, the authentic experience plays is much valuable during the trip.

When developing the service concept, it is also important to evaluate the customer's willingness and ability to participate in the service process. The resources to be evaluated are for example time, money and physical and emotional resources. In general, the role of the hunter in the service may be quite active, According to Irina Hirvonen from Eräpaimen company most of the Russian clients tend to discuss every detail beforehand in order to reach the desirable result which is relatively typical for any tourist. Also as it was shown in the research the customers are very interested in the local hunting culture and traditions and hunting process in general, so the expected willingness to participate is rather high. The target group mainly consists of wealthy, middle-aged man experienced in hunting over 10 years so they have great interest in hunting. Therefore it might be important to show flexibility in arranging of some components of the trip.

Before developing the activities suitable for the target group, the service providers' resources should also be evaluated. Since the researched companies offer all-inclusive hunting packages the resources should be generally sufficient. The staff is competent and is already involved in hunting process themselves for much amount of time and has know-how of hunting, especially on local scale. Furthermore, the needed establishments, services and hunting grounds already exist. However, according to the made research one of the main points is the knowledge and experience of Russian hunters and culture. There should be a person with Russian language skills to serve the customers better and to avoid possible misunderstandings. Moreover, the staff should familiarize themselves about the demands of the Russian clients. Finally, the co-operative companies and people should also be informed about the specific requirements for the target group. This way, it is more likely that the value of the services provided perceived by the customers remains on the same level throughout the service chain.

Since the target group is rather homogeneous, there are some important factors to be taken into account. Some of the matters might be crucial concerning the attractiveness of the product for the target group. As the natural environment of Finland and Russia is quite similar including the game species, the core point in development of the product is the authentic experience consisting of Finnish hunting traditions and ethics. The other important aspects which attract Russian customers is well-organized trip and high quality of the services provided. However, the process of the actual hunt plays either crucial role so therefore it might be attractive to make the customers involved in the process as much as possible.

The next step is to create the different activities in the product. These activities should be based on knowledge of the target group and service providers' resources. Obviously the main activity of the product is actual hunt. In addition according to gained data most of the Russian hunters also keen on fishing. In order to make the product even more attractive the fishing element should also be included and offered for the clients during their trip. According to the findings of this thesis, Russian hunters mostly prefer moose and white-tailed deer hunting in Finland. Concerning white-tailed deer and forest reindeer these are unique and specific games which bring competitive advantage to the destination. No doubt the hunt should include elements of the local hunting culture. Such activities are for example open-fire gatherings during and after the hunt and usage of Finnish hunting dogs. Moreover, the hunting methods should support the local hunting culture and its history. It can be a good idea that guides provide customers with some cultural and historical facts about hunting and country itself so that some of the elements can be experienced in practice.

In addition to the actual hunt there should be offered the other activities. These activities could also support the domestic hunting culture and wilderness theme. As it was mentioned earlier fishing trip may be a good idea. As well to make the customers more familiar with the

history and culture of the area some guided tour to see the site seeing may be offered. Such tours are provided already by Eräpaimen company which organizes tours to New Valaam which is located closed to the hunting place. Also a little ceremonial toast after catching the prey may be included. Moreover, the customers could be offered a possibility to participate in the game preparation with the hunting guide. The preparing of a game for cooking is a very typical feature of Finnish hunting culture. This tradition is also common for Russia so the customers will be able to compare and get new experience. Thus, it might be interesting also for the hunters to join the hunting guide to prepare the meat. Still it should be optional as maybe not all the clients are really interested in that. However, the possibility of having a trophy is essential for Russian hunters as most of them are trophy hunters and are interested in successful result. Therefore the service provider should be aware of the transportation rules and inform the customers about them beforehand.

The Finnish hunters' relationship with nature and forest could also be emphasized by offering the refreshments and dining in the hunting grounds by the open fire or in a hunter's hut. After the actual hunt the activities may be relaxing but still it is good to have them in wilderness framework. In addition to the relaxation these activities should focus on the team spirit and togetherness of the group, which appear to be crucial part for Russian customers and is one of the basic motivations of hunting in general. For instance, sauna and a feast with game dishes and local beverages may continue the team's experience after the hunt.

Regarding the accommodation it was found out that Russian customers seek for high level of cottages. However, it may be still a good idea to have them decorated supporting the wilderness theme in order to create a special atmosphere. The need of transportation should vary depending on customers' needs. As Finland is really accessible to reach for Russian clients and they usually come with a group they probably prefer to arrive by themselves, however it is still recommended to offer a transfer to the place as an optional way.

As it was found mostly the customers come from Moscow and St.Petersburg and they ready to pay for the hunting trip aiming for high quality no matter if it raises the price of the final product. As it was mentioned earlier the prices for the hunting trips in Russian may be even more expensive than in Finland while the quality of service may be lower. So the service provider obviously should focus on high level when serving the Russian customers.

In conclusion the new hunting product was developed based on analyzed data gained through a survey and the interviews. It can be found in Appendix 4 both in Russian and English languages.

## 6 Conclusion

During the process of writing this thesis it was clarified with the help of researched literature and practical information from the tourism companies that hunting tourism is quite complex type of tourism and while sharing many characteristics it is still different from the other forms of alternative tourism. It has distinctive features and a limited homogeneous target group. Therefore in order to achieve successful results the service provider has to plan and implement the products carefully and always try to develop them further especially when trying to reach the foreign customers. Moreover, the information about the target group's characteristics and preferences is obviously important to satisfy the customers' needs. However, Finland as a hunting destination has much potential to develop the hunting tourism services due to plentiful natural resources and many unique species and numerous game populations compared to other European countries.

While studying literature on the service product development the following conclusions have been made. In order to reach the certain target group, the tourism provider should develop new products specifically oriented towards this group. The process of product development should be based on the clients' needs and preferences, but not on the service providers' own thoughts. In this case relevant knowledge about the target group plays an important role and should be taken into consideration. It is advisable to follow a product development model during the process in order to reach the successful result. In addition, with the help of the development model all the important aspects will be paid attention to. Obviously it is crucial that the product is well-planned and organized safely for the customers. Furthermore, product development creates attractiveness and a reliable image for the company. When the product is clearly presented and suites the customers' preferences, it can be easier purchased.

In this thesis, the product development was dedicated to Russian hunting tourists target group. The final suggestions can be used by Visit Finland in order to pay attention to this small sector of tourism in Finland which needs to be developed further. Despite the temporary decrease in number of Russian tourists in Finland, this group still remains a large one and nevertheless Russia still is a neighboring country. Therefore Russian hunting tourists were chosen as a potential future target group. As the analysis of the preferences showed this target group has special characteristics. The most important issues seem to be gaining new hunting experience in a company of the friends and through the team work, as well as simply enjoying the wilderness of nature. In addition, Russian hunters are mostly trophy hunters and so a successful result is also important for them. Fortunately, the popular moose hunting and other ungulates require the group hunting method which enables hunting with friends and enjoying the pure nature together while experiencing a new area. The other positive aspect is

that during the organized hunting trip with professional guides increases the chance of a successful trophy hunt. In addition, the hunting tourism providers in cooperation with the hunting clubs put much effort in increasing game population and nature preservation.

The Finnish hunting culture supports ethical and sustainable hunting which may differ from the Russian hunting which is less organized and controlled so it is a good chance to compare and to get the new ideas upon the hunting. However, it may be useful to include more authenticity in the process of hunting to make it more than just a travel trip but to give a chance to the customers to have more active roles in the process of hunting. The other attractive factors for using Finland as a hunting destination for Russian hunters is accessibility, high level of service and accommodation in addition to reasonable prices in comparison with the hunting trips in Russia.

To conclude, the general impression of the future for Finland as a hunting destination seems to be positive. The pure and rich Finnish nature and unique hunting culture are considered as competitive advantages. However, the forests require constant attention and control to remain resourceful. Therefore the commercial hunting seems to be beneficial for the whole hunting community as the tourism providers also invest money gained through the hunting tourists to the improvement and increasing of game populations and habitat. In addition hunting tourism has a positive effect on the rural communities.

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24. Photo hunting

[http://www.eraero.com/?page\\_id=384](http://www.eraero.com/?page_id=384)

## Appendices

### Appendix 1 Hunting and Tourism survey

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#### Hunting and Tourism

**1. How long do you go hunting?**

1. More than 10 years
2. 5-10 years
3. 1-3 years

**2. What was the main reason that made you love hunting?**

**3. What are the main aspects for you in hunting?**

**4. Would you go hunting abroad?**

1. Yes
2. No
3. I am not sure

**5. What country would you like to go to?**

**6. What factors would play a main role in the hunting tour?**

- New experience and contacts
- Hunting for new kinds of animals
- Knowledge of hunting culture of the destination
- Sharing experience with the local hunters
- Guiding service
- The hunting method
- Additional services such as fishing tours, shopping, excursions etc
- Accommodation
- Rent of the firearm and necessary equipment
- The opportunity to take the trophy with you
- The opportunity to bring your hunting dogs

**7. What aspects can cause problems for you during the hunting tour?**

- Long process of gaining hunting licences
- The expenses
- Problems with the firearm or hunting dogs transportation
- Language barrier
- Problems in finding the tours and information
- Difficulties in finding a group for hunting
- Inability to contact with the local hunters
- No interest in individual tour
- Possibility to hunt only with the instructor
- Unknown environment

## Appendix 2 Interview questions

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### Finnhunting

1. I have read that Finland is the country with the highest percentage in Europe of the people among the country population who are hunting. Erkki, how you do personally became involved and starts loving hunting? Is it a family tradition?
2. Can you briefly describe what is hunting for you? What are the main aspects or factors that attract you in this activity?
3. How do you come with an idea to organize a company providing hunting services? Was it a difficult decision to make?
4. Having so much experience in hunting around the world, what do you think where was the most exciting?
5. I guess that it is a real pleasure to have an opportunity to combine your hobby and work. Still, are there any challenges? How do the other hunters see such business idea? Is there any criticism appear?
6. As I understand correctly in Finland hunting rights go with land ownership. The landowner can lease the hunting right on his property to another party. There is forest land which is owned by Private owners (63%), State (24%) or Companies (9%). Is this land where you operate owned by state or it is private land?
7. Erkki, in what areas of Finland do you organize hunting tours?
8. Do you cooperate directly with the hunting associations or Metsähallitus to get the hunting licenses for the clients?
9. Except the hunting activity what additional services do you provide for foreign clients?
10. With which organizations should you cooperate as well to run such business?
11. Erkki, what types of clients do you usually have: individual, group or business clients?
12. What games to hunt for are the most popular among customers?
13. Are the customers usually experienced hunters or there can be beginners as well?
14. Do you mostly work with local or foreign customers?
15. As I understand the hunting clubs are also organizing hunting activities. Why do you think domestic clients choose a hunting company to organize a tour?
16. What documents should a local hunter provide if he re-serves a hunting tour?
17. Does your company organize the shooting test for foreign clients?
18. How do local clients differ in their preferences (if it is so) from the foreign?
19. Are you yourself involved in the tour? Or do you have any other guides or instructors with the clients?

20. Let's talk more about the foreign customers. Erkki, from which countries usually do you have foreign clients?
21. What do you think Russian customers from north-west region where the natural environment is quite similar to Finnish expect from hunting here?
22. Do you cooperate with travel agencies abroad to attract foreign customers? For example I guess it is quite difficult due to language barrier to cooperate with the Russian companies?
23. What sources of marketing do you use to attract foreign clients?
24. In what countries abroad can you organize the hunting for your clients?
25. Are the tours for the local and foreign clients are the same or maybe there are any differences?
26. What is the main factor for foreign customers to choose Finland as a destination to visit with the purpose of hunting? (if you can provide such information or maybe any customers' feedback)
27. How problematic is to make the necessary licenses and permissions for hunting for foreign customers? How much time does it take? Is it appearing to be a problem for the development of such specific type of tourism?
28. In case of unsuccessful hunting (if it happens) do you provide a customer with any bonus? If yes, what kind of bonus it can be?
29. Is Finnhunting networking with the other companies in this field? Maybe there are some special events or workshops to share the experience?
30. It seems that hunting tourism is a seasonal type of business. How do you operate in the rest time of the year? Do you provide any other activities or services?
31. Finland is a great country to hunt, with its unique natural environment, game species and pure lakes and good conditions for the hunters. Do you think hunting tourism is going to develop further? And what in your opinion should be done for the development?

### **Nordic Holidays and Eräpaimen**

1. What clients, foreign or domestic, more often reserve hunting tours?
2. What types of customers do you usually have - individual, groups or business?
3. Where the customers usually come from?
4. What marketing channels do you use to attract Russian market? What Russian travel agencies do you cooperate with?
5. Are the hunting tours popular among Russian tourists? How often do they reserve the tours?
6. If I understand correctly, a foreign client should send the scanned hunting licence, a shooting test or a permission to hunt a desired animal and firearm licence in advance

in a month time before the planned tour. Are there any other documents that should be presented? Should the documents be translated into English or Finnish?

7. Is the processing of the licences for Russian clients problematic? How much time does it take?
8. Do the Russian clients usually bring their own firearm or they rent it in Finland?
9. If the type of hunting is supposed to use hunting dogs, do the Russian clients bring their own dogs or they use the company's service?
10. What games are the most popular to hunt for among Russian clients?
11. What are the rules of trophy or meat transportation to Russia if the hunt was successful? Do the clients take the trophies home?
12. In case the hunt was not successful and doesn't bring any results, do you have any bonuses for such clients?
13. Is it possible to reserve the combined tours? For example hunting and fishing?
14. What are the main factors for Russian clients to come to Finland with the aim of hunting?
15. What feedback do the Russian customers usually have concerning the tours?

### Appendix 3 The game species in Finland and hunting seasons

| English                | Scientific                  | Finnish        |
|------------------------|-----------------------------|----------------|
| mallard                | <i>Anas platyrhynchos</i>   | heinäsorsa     |
| teal                   | <i>Anas crecca</i>          | tavi           |
| garganey               | <i>Anas querquedula</i>     | heinätavi      |
| wigeon                 | <i>Anas penelope</i>        | haapana        |
| pintail                | <i>Anas acuta</i>           | jouhisorsa     |
| shoveler               | <i>Anas clypeata</i>        | lapasorsa      |
| pochard                | <i>Aythya ferina</i>        | punasotka      |
| tufted duck            | <i>Aythya fuligula</i>      | tukkasotka     |
| goldeneye              | <i>Bucephala clangula</i>   | telkkä         |
| long-tailed duck       | <i>Clangula hyemalis</i>    | alli           |
| red-breasted merganser | <i>Mergus serrator</i>      | tukkakoskelo   |
| goosander              | <i>Mergus merganser</i>     | isokoskelo     |
| common eider           | <i>Somateria mollissima</i> | haahka         |
| coot                   | <i>Fulica atra</i>          | nokikana       |
| greylag goose          | <i>Anser anser</i>          | merihanhi      |
| bean goose             | <i>Anser fabalis</i>        | metsähanhi     |
| canada goose           | <i>Branta canadensis</i>    | kanadanhanhi   |
| woodcock               | <i>Scolopax rusticola</i>   | lehtokurppa    |
| black grouse           | <i>Tetrao tetrix</i>        | teeri          |
| hazel grouse           | <i>Bonasa bonasia</i>       | pyy            |
| capercaillie           | <i>Tetrao urogallus</i>     | metso          |
| willow grouse          | <i>Lagopus lagopus</i>      | riekko         |
| ptarmigan              | <i>Lagopus mutus</i>        | kiiruna        |
| partridge              | <i>Perdix perdix</i>        | peltopyy       |
| pheasant               | <i>Phasianus colchicus</i>  | fasaani        |
| wood pigeon            | <i>Columba palumbus</i>     | sepelkyyhky    |
| rabbit                 | <i>Lepus cuniculus</i>      | villikani      |
| mountain hare          | <i>Lepus timidus</i>        | metsäjänis     |
| brown hare             | <i>Lepus europaeus</i>      | rusakko        |
| red squirrel           | <i>Sciurus vulgaris</i>     | orava          |
| European beaver        | <i>Castor fiber</i>         | euroopanmajava |
| Canadian beaver        | <i>Castor canadensis</i>    | kanadanmajava  |
| nutria                 | <i>Myocastor coypus</i>     | rämemajava     |
| muskrat                | <i>Ondatra zibethica</i>    | piisami        |

|                      |                                   |                 |
|----------------------|-----------------------------------|-----------------|
| red fox              | <i>Vulpes vulpes</i>              | kettu           |
| blue fox             | <i>Alopex lagopus tarhattu</i>    | naali           |
| raccoon              | <i>Procyon lotor</i>              | pesukarhu       |
| raccoon dog          | <i>Nyctereutes procyonoides</i>   | supikoira       |
| otter                | <i>Lutra lutra</i>                | saukko          |
| American mink        | <i>Mustela vison</i>              | minkki          |
| polecat              | <i>Mustela putorius</i>           | hilleri         |
| badger               | <i>Meles meles</i>                | mäyrä           |
| pine marten          | <i>Martes martes</i>              | näättä          |
| ermine               | <i>Mustela erminea</i>            | kärppä          |
| grey seal            | <i>Halichoerus grypus</i>         | halli           |
| ringed seal          | <i>Pusa hispida botnica</i>       | itämerennorppa  |
| harbour seal         | <i>Phoca vitulina</i>             | kirjohylje      |
| wild boar            | <i>Sus scrofa</i>                 | villisika       |
| mufflon              | <i>Ovis musimon</i>               | mufloni         |
| moose                | <i>Alces alces</i>                | hirvi           |
| red deer             | <i>Cervus elaphus</i>             | saksanhirvi     |
| white-tailed deer    | <i>Odocoileus virginianus</i>     | valkohäntäpeura |
| fallow deer          | <i>Dama dama</i>                  | kuusipeura      |
| sika deer            | <i>Cervus nippon</i>              | japaninpeura    |
| wild forest reindeer | <i>Rangifer tarandus fennicus</i> | metsäpeura      |
| roe deer             | <i>Capreolus capreolus</i>        | metsäkauris     |
| wolverine            | <i>Gulo gulo</i>                  | ahma            |
| lynx                 | <i>Lynx lynx</i>                  | ilves           |
| brown bear           | <i>Ursus arctos</i>               | karhu           |
| wolf                 | <i>Canis lupus</i>                | susi            |

| Game species   | Administrative district                                                                                                                                 | Open season             | Weapon requirements |
|----------------|---------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------|---------------------|
| Ducks*1        | Whole state                                                                                                                                             | 20.8. at 12.00 - 31.12. | R1, S, B            |
| Seabirds*2)    | Whole state                                                                                                                                             | 1.9.-31.12.             | R1, S, B            |
| Eider, male    | Whole state                                                                                                                                             | 1.6.-31.12.             | R1, S, B            |
| Eider, female. | Whole state                                                                                                                                             | 20.8. at 12.00 - 31.12  | R1, S, B            |
| Coot           | Whole state                                                                                                                                             | 20.8. at 12.00 - 31.12. | R1, S, B            |
| Greylag goose  | Whole state                                                                                                                                             | 20.8. at 12.00 - 31.12. | R2, S, B            |
| Bean goose.    | Whole state                                                                                                                                             | 20.8. at 12.00 - 31.12  | R2, S, B            |
| Canada goose   | Whole state                                                                                                                                             | 20.8. at 12.00 - 31.12. | R2, S, B            |
| Woodcock       | Whole state                                                                                                                                             | 20.8. at 12.00 - 31.12. | R1, S, B            |
| Black grouse   | Whole state                                                                                                                                             | 10.9.-31.10.            | R2, S, B            |
| Hazel grouse   | Whole state                                                                                                                                             | 10.9.-31.10.            | R1, S, B            |
| Capercaillie   | Whole state                                                                                                                                             | 10.9.-31.10.            | R2, S, B            |
| Willow grouse  | In Pohjois-Savo, North Karelia, South Ostrobothnia, Central Ostrobothnia, Ostrobothnia, Central Finland, North Ostrobothnia, Kainuu and Lapland regions | 10.9.-31.10.            | R1, S, B            |
| Ptarmigan      | Enontekiö, Inari, Utsjoki                                                                                                                               | 10.9.-31.3.             | R1, S, B            |
| Partridge      | Ostrobothnia, South Ostrobothnia, Central Ostrobothnia, and North Ostrobothnia regions. In other regions with licence                                   | 10.9.-31.10.            | R1, S, B            |

|                                                  |                                                                          |                                                                     |          |
|--------------------------------------------------|--------------------------------------------------------------------------|---------------------------------------------------------------------|----------|
|                                                  | from Finnish Wildlife Agency                                             |                                                                     |          |
| <b>Pheasant</b>                                  | Whole state                                                              | <b>1.9.-28.2. (29.2.)</b>                                           | R1, S, B |
| <b>Wood pigeon</b>                               | Whole state                                                              | <b>10.8.-31.10.</b>                                                 | R1, S, B |
| <b>Mountain hare and brown hare</b>              | Whole state                                                              | <b>1.9.-28.2. (29.2.)</b>                                           | R2, S, B |
| <b>Rabbit</b>                                    | Whole state                                                              | <b>1.9.-28.2. (29.2.)</b>                                           | R1, S, B |
| <b>Red squirrel</b>                              | Whole state                                                              | <b>1.12.-31.1.</b>                                                  | R1, S, B |
| <b>European beaver</b>                           | Licence from Finnish Wildlife Agency                                     | <b>20.8.-30.4.</b>                                                  | R3, S, B |
| <b>Canadien beaver</b>                           | Whole state                                                              | <b>20.8.-30.4.</b>                                                  | R3, S, B |
| <b>Muskrat</b>                                   | Whole state                                                              | <b>1.10.-19.5.</b>                                                  | R1, S, B |
| <b>Red fox, blue fox, raccoon dog and badger</b> | Whole state                                                              | <b>Whole hunting year, female with cubs is protected 1.5.-31.7.</b> | R2, S, B |
| <b>American mink and polecat</b>                 | Whole state                                                              | <b>Whole hunting year, female with cubs is protected 1.5.-31.7.</b> | R1, S, B |
| <b>Pine marten</b>                               | Whole state                                                              | <b>1.11.-31.3.</b>                                                  | R1, S, B |
| <b>Ermine</b>                                    | Whole state                                                              | <b>1.11.-31.3.</b>                                                  | R1, S, B |
| <b>Lynx</b>                                      | Strictly protected species. Special licence from Finnish Wildlife Agency |                                                                     | R3, S    |
| <b>Otter</b>                                     | Strictly protected species. Special licence from Finnish Wildlife Agency |                                                                     | R2, S, B |
| <b>Ringed seal</b>                               | Licence from Finnish Wildlife Agency                                     | <b>16.4.-31.5. and 1.9.-15.10.</b>                                  | R3       |
| <b>Grey seal</b>                                 | Licence from Finnish Wildlife Agency                                     | <b>16.4.-31.12.</b>                                                 | R3       |

|                                                                                |                                                                                                                                                          |                                                                                                                          |                                                                                                                                                               |
|--------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <b>Wild boar.</b>                                                              | Whole state                                                                                                                                              | <b>1.6.-28.2. (29.2.)</b><br><b>Female with piglets is protected.</b>                                                    | R4                                                                                                                                                            |
| <b>Mufflon</b>                                                                 | Whole state                                                                                                                                              | <b>1.9.-30.11.</b>                                                                                                       | R3                                                                                                                                                            |
| <b>Moose</b>                                                                   | Licence from Finnish Wildlife Agency                                                                                                                     | <b>Last Saturday of September -31.12.</b>                                                                                | R5                                                                                                                                                            |
| <b>White-tailed deer</b>                                                       | Licence from Finnish Wildlife Agency                                                                                                                     | <b>Last Saturday of September -31.1.</b>                                                                                 | R4                                                                                                                                                            |
| <b>Wild forest reindeer</b>                                                    | Licence from Finnish Wildlife Agency                                                                                                                     | <b>Last Saturday of September -31.1.</b>                                                                                 | R4                                                                                                                                                            |
| <b>Fallow deer.</b>                                                            | Licence from Finnish Wildlife Agency                                                                                                                     | <b>Last Saturday of September -31.1</b>                                                                                  | R4                                                                                                                                                            |
| <b>Roe deer, male.</b>                                                         | Whole state                                                                                                                                              | <b>1.9.-31.1 and 16.5.-15.6.</b>                                                                                         | R3, S, B                                                                                                                                                      |
| <b>Roe deer, female and calf</b>                                               | Whole state                                                                                                                                              | <b>1.9.-31.1.</b>                                                                                                        | R3, S, B                                                                                                                                                      |
| <b>Brown bear</b>                                                              | Strictly protected species. Special licence from Finnish Wildlife Agency                                                                                 |                                                                                                                          | R5                                                                                                                                                            |
| <b>Wolf</b>                                                                    | Strictly protected species. Special licence from Finnish Wildlife Agency                                                                                 |                                                                                                                          | R3                                                                                                                                                            |
| <b>Ministry of Agriculture and Forestry can set even tighter restrictions.</b> | *1) Mallard, teal, garganey, wigeon, pintail, shoveler, pochard, tufted duck and goldeneye<br>*2) Long-tailed duck, red-breasted merganser and goosander | <b>Weapon requir.</b><br>R1 = E0 > 100 J,<br>R2 = bullet weight > 2,5 g, E100 > 200 J,<br>R3 = bw > 3,2 g, E100 > 800 J, | R4 = bw > 6,4 g, E100 > 2000 J/bw > 8 g,<br>E100 > 1700 J,<br>R5 = bw > 9 g, E100 > 2700 J/bw = 10 g,<br>E100 > 2000 J, S = shotgun B = bow, strength ≥ 180 N |

## Appendix 4 Example of new hunting tourism product

### **Moose hunting**

**Period of hunting:** 1 October - 31 December

Group hunting method

**Amount of hunters in a group:** 3-8 persons

**Days included in package:** 4 days

**The price of the package includes:**

- Professional hunting guide service (2-4 guided depending on the amount of the group). Service languages are: Russian, English, Finnish, German
- Processing the Finnish hunting licences, insurance

It is necessary to send the scanned and verified copies of the valid hunting licence from the country of residence, permission for hunting big games, firearm licence in a month before the planned hunting trip

- The possibility to shot 1 moose male and a small moose per group
- Transfer to hunting place
- Accommodation (5 star cottage)
- Meals ( 3 times a day)
- Instructions on hunting in Finland and trophy transportation rules
- Rent of firearm
- Finnish hunting dogs
- Trophy

The approximate price of the whole package is 2900 per person. The final price is considered depending on the preferences.

**The services paid additionally:**

- Transfer from airport
- Fishing licence and equipment
- Additional hunting days
- Additional hunting licences
- Equipment rent
- Shot of prey
- Additional alcohol beverages

**The hunter should have:**

- The necessary hunting licences
- Ammunition and equipment, red cap

The ammunition and equipment can be rented from the company as well; the sizes should be given while reserving the package. The hunters may bring their own firearm.



**The hunter can choose desired hunting method:**

- Driven hunt
- Hunt with stopping moosehounds (3-4 hunters)

**The approximate days planning:****1 Day - Arrival**

- Transfer from airport (by appointment)
- Accommodation (5 star cottage)
- Checking of necessary documents
- Renting firearm and adjustment fire
- Sauna
- Dinner and hunt planning, meeting the Finnish hunting traditions

**2 Day - Hunt**

- Breakfast
- Transfer to hunting grounds
- Lunch with traditional Finnish sausages and coffee on open-fire place, meeting Finnish hunting traditions
- Prey preparation
- Sauna
- Dinner, hunt discussion and planning the next day
- Fishing (by appointment)

In case of successful hunting and shot prey, the next day can be organized hunt for small game species like hare or fox or the additional moose licence can be purchased

**3 Day - Hunting**

- Breakfast
- Transfer to hunting grounds
- Hunting with the member of hunting club
- Lunch on open fire place
- Prey preparation and cooking
- Sauna
- Guide tour and sightseeing or shopping
- Dinner and traditional alcohol beverages

**4 Day - Departure**

- Breakfast
- Transfer (by appointment)

The schedule is flexible and any wishes and preferences are welcome to be considered.

## Охота на лося

**Время проведения охоты:** 1 октября-31 декабря

**Количество человек в группе:** от 3 до 8 человек

**Количество дней:** 4 дня

**Группа может выбрать метод охоты:** Охота с подхода, охота с помощью финских охотничьих собак

**В стоимость тура включено:**

- Услуги профессионального инструктора (от 1 до 4 человека в зависимости от размера группы)
- Организация лицензий и страховка
- Отстрел одного взрослого лося и лосенка на группу
- Трансфер до места охоты
- 3х разовое питание
- Проживание (коттедж, полный пансион)
- Инструкции по вывозу трофея и организации охоты в Финляндии

**Дополнительно оплачиваются следующие услуги:**

- Дополнительные алкогольные напитки
- Трансфер до места проживания из аэропорта или железнодорожного вокзала
- Лицензия на рыбалку и спиннинг
- Дополнительные дни охоты
- Дополнительные лицензии на отстрел лося или мелкой дичи (заяц, лиса)
- Аренда оружия и патронов
- Аренда снаряжения
- Отстреленное животное

Примерная стоимость пакета услуг 2900\человек. Финальная стоимость устанавливается в зависимости от пожеланий клиента.

**Охотник должен иметь при себе:**

- Необходимые лицензии на охоту (действительный охотничий билет, лицензия на ношение оружия, лицензия на отстрел крупной дичи). Данный пакет документов должен быть выслан минимум за месяц до предполагаемой охоты.
- Снаряжение: красная кепка или жилет, амуниция, патроны, оружие. Возможна аренда оружия и патронов на месте

**Примерный план дней охоты:**

**1 день - Приезд**

- Трансфер до места проживания (по требованию)
- Размещение в коттедже
- Проверка документов, пристрелка оружия
- Сауна



- Ужин, знакомство, планирование охоты

## 2 День - Охота

- Завтрак
- Трансфер к месту охоты
- Обед на природе у костра
- Подготовка и разделывание дичи в финских традициях (в случае успешной охоты)
- Сауна
- Возможность рыбалки (по требованию) \ показ фильма о традициях охоты и жизни в регионе
- При удачной охоте в первый день и отстреле животного, есть возможность приобрести дополнительную лицензию на отстрел лося или мелкой дичи (заяц, лиса)

## День 3 - Охота

- Завтрак
- Трансфер к месту охоты (охота с членами охотничьего клуба)
- Обед на природе
- Подготовка и разделывание дичи ( в случае успешной охоты)
- Сауна
- Ужин, традиционный финские алкогольные напитки
- Экскурсия по местным достопримечательностям \ шоппинг

## День 4 - Отъезд

- Завтрак
- Трансфер (по требованию)

Любые пожелания по поводу организации охоты или дополнительных услуг будут рассмотрены и учтены в планировании тура.