

# Consumer Profile of Hunting Tourism

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## Abstract

Knowing the profile of hunting tourism consumers is particularly useful to the administrators of hunting funds or natural parks, and of travel agencies that develop hunting tourism products for the hunting of large game for trophy, of small game as recreational activity and also for the experienced hunting tourists who love adventure and hunting with traditional weapons. The motivation for hunting consists in the existing fauna in a certain area, but there are also cultural, historical reasons or spending time in the middle of nature. Consumers of hunting tourism have a wide range of ages: hunting tourists prefer watching the animals in their natural habitat and are less adventure-oriented, unlike trophy hunting tourists who are self-contented, travel much and wish to know the history, the culture and the behaviour of animals in protected areas. They prefer special accommodation and transport conditions and rely on large incomes: they wish to get the rarest trophies to display back home as a symbol of their hunting skills and courage.

**Keywords:** hunting tourism, consumers, profile.

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## 1. Introduction

The experts consider that ecotourism with cultural tourism, adventure tourism and hunting tourism will have the most spectacular growth in the third millennium. One of the most important trends affecting these modern forms of tourism is the aging population phenomenon in developed countries, especially in those countries where is centred the demand of international tourism market [1-4].

Another trend that is supports the growth of tourism is the preference of tourists to choose holidays with fun educational tempt, that enrich their existence and experiences. The wish to learn and to live the experience of nature is influenced by at least three factors: changing the attitudes regarding the environment, aspect based on recognition of the interdependence of species of hunting interest and habitat; development of

education regarding the environmental protection; development of mass media tools regading the ecoenvironment [5-7].

Increased evolution of modern forms of tourism, ecotourism, cultural tourism, adventure tourism and hunting tourism is influenced by the growing demand of urban society, to be more active and to spend time in nature. This trend is determined by people's desire to overcome their limits to maintain physical condition, but also by the need to spend quality time with friends or family.

These trends indicate not only an increase of the demand for modern forms of tourism, but also a transformation of those from a niche of market, in a mainly segment, hunting-trophy, big hunt, small hunt, traditional hunting. If initially the hunting tourism addresses to experienced tourists with high levels of income and education, its clientele is now expanding to include a wide range of incomes, education and travel experiences [8,9].

As people will learn to know and love the nature and conserve its natural resources will become a genuine concern of a growing percentage of the

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world population [10,11]. Tourism with its modern forms can and should have an invaluable contribution to the education of domestic and international tourists on the one hand and the local population on the other hand. The chance of an authentic exchange of values between hunting tourists and hosts, rediscover the importance of traditional hunting for material and spiritual value of a destination can not be ignored. If a lived experience through practicing modern forms of tourism can really reach the minds and hearts of tourists and hosts, convincing them that their efforts for environmental conservation is important, the chances of achieving sustainable development by practicing hunting tourism may increase.

## 2. Material and method

For tourism tour operators' tourism knowledge of hunting consumer profile has a great importance in developing hunting tourism products. Because consumers of these products come from different cultural areas and this activity brings substantial income for the parks and hunting funds knowledge of profile and accommodation needs, food and entertainment are considered a priority. Form these considerations in this paper we developed a profile of hunting tourism consumer who practice trophy hunting and small hunting based on age, income and travel motivation, proposing other activities that contribute to sustainable development of the hunting areas with potential and preservation of fauna biodiversity of the hunting funds by reducing actual hunting or shooting and tracking species in their natural habitat.

## 3. Results and discussion

Hunting tourism originally appeared as an opportunity for procure food and then as a business created by the growing interest for hunting desire whatsoever.

The two concerns are incompatible and yet, hunting tourism a business can have long-term success if it is a responsible activity witch respects the market laws and of sustainable development also.

Hunting tourism is strongly dependent on the commitment of operators of hunting products in applying a single set of operating standards, standards that have evolved constantly. The fact that there is not an international body of regulation at international level and the standards in the hunting tourism field and are difficult to assess, allows of operators to promote this modern form of tourism. Many businesses and organizations have tried to take advantage by the popularity of hunting related of ecotourism term, using it to promote their products, but without complying with the simplest principles or in some cases, these principles have been misunderstood. This problem, known as "greenwashing" has created damages to ecotourism because it brought disappointment and distrust among lovers of this tourism form.

For tour operators and travel agents, owners of accommodation units and catering facilities, recreation and hunting equipment we propose some recommendations witch improves hunting activity:

- hunting business *to be profitable for all involved in the hunting activity;*
- *minimizing the negative effects on wildlife and the environment;*
- cooperates with governmental and non-governmental organizations involved in protecting natural areas and faunas biodiversity conservation;
- *promote among customers an ethical behaviour for the environment and fauna;*
- to formulate policies for sustainable development of protected areas where they is practiced hunting tourism.

Given these principles, knowledge of a profile of tourist hunting will be useful to stakeholders that act on the market. Analyzing this form of tourism and those engaged in hunting activities in natural parks and hunting funds can create a profile of hunting tourism consumer taking into account:

1. Motivation movement in hunting areas:
  - knowledge of fauna and its natural habitat
  - motivation of hunting tourists
  - outdoor activities
  - desire to hunt a particular species
  - desire of adventure
  - engaging some activities that highlight their skills, self-control, courage
  - desire to know the culture of an area, traditions and history
2. Facilities for accommodation, leisure

- low or high comfort
- quality food services, sometimes with hunted products
- sophisticated drinks and local preferences
- leisure

• desire to obtain trophies and share with friends

### 3. Travel duration

- large distances in short time
- participation in obtaining trophies in different parts of the world

### 4. Factual information:

- gender-male and female, both sexes being adventurous
- age-dependence on the type of hunting: trophy big hunt, small hunt
- education-different levels of education
- affiliation to various hunting and environmental protection associations

For limiting the negative impact on the hunting funds it can be elaborated a code of conduct that includes:

#### Hunting management

- Involvement of tour operators who develop hunting tour packages
- Organization of trainings with species that are hunted and hunting mode
- Measures to protect the natural environment and ethics regarding the attitude towards species in a particular physiological shape.

#### Moving on funds and parks

- Lack of noises
- Non-intervention in the natural habitat of the species
- Compliance the markings
- Keeping a considerable distance from animals
- Avoid feeding

#### Reducing the impact on environment

- Behaviour that follows the reducing all types of pollution
- Promoting travel in small groups
- Awareness of impact of the own actions on the environmental
- Reducing mechanical movement on funds and parks

## 4. Conclusions

Hunting tourism being a business opportunity, tourist products created by tour operators should contribute to sustainable development of poor areas and with special resources to develop

hunting for trophy, but to preserve the livestock ton an optimal level for fauna biodiversity conservation. Hunting tourism can have an important contribution to the education of domestic, international hunting tourists and local population situated nearby the parks and hunting funds and if it is well managed, convincing them that rare species conservation and preservation an optimal balance or increasing in parks is the only way of sustainable development of poor areas.

Knowledge of consumer profile of such tourism activities, trophy hunting, hunting at small hunt for recreation will be extremely important and useful for the organizers of such activities they can redirect tourist flows to other areas with higher potential. The consumer of adventure tourism, hunting tourist for trophy of rare species has high incomes, well-known species being in most cases higher education graduate, knows many cultures traveled a lot, and require special conditions of accommodation, food, transport and recreation. Recreational tourism consumer is younger, goes on foot has medium incomes and does not require special means of transport or sophisticated accommodation conditions, prefers nature and tracking the behavior of species in their natural habitat, preferring hunting at small hunt, his destinations not cover great distances as in trophy hunting tourists cases.

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